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SURVEY OF CALGARY RESIDENTS REGARDING POTENTIAL INTEREST IN THE BOW-CANMORE AREA

March, 1990

RT145/MKS/TC

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FOREWORD

BACKGROUND AND OBJECTIVES

Alberta Tourism has long identified the Bow-Canmore area as a region with significant tourism potential for the province. To assist in formulating a tourism-oriented plan for the development of this area, Canadian Facts in conjunction with Peat Marwick Stevenson & Kellogg, has been commissioned to conduct a comprehensive analysis of the potential market demand for tourism products in the Bow-Canmore area.

Presented in this report are the results of one component of this analysis: a survey of residents of Calgary. The central objective of this research is to develop a comprehensive database which describes potential market segments in terms of travel patterns and participation in recreational activities while vacationing. Specific objectives include the following:

- To determine current travel activity within the province among the residents of Calgary;
- To identify current levels of recreational usage patterns;
- To assess levels of interest in potential recreational activities in the Bow-Canmore area;
- To assess potential usage and preferences for facilities, services and accommodation proposed for development in the Bow-Canmore area; and,
- To assess market segmentation among residents of Calgary vis-a-vis their interest in potential developments in the area.

METHODOLOGY

A total of 400 telephone interviews was conducted from March 16 to 24, 1990. The interviews were conducted using the FACTS (Fully Automated Computer Telephone Surveys) system from Canadian Facts Central Location Telephone (CLT) facility in Calgary, where interviewing is continually supervised and monitored.

The data presented in this report are accurate to within about 4.2% either way nine times out of ten for data based on the total sample. Data based on sub-populations are subject to greater variance. For example, data based on an actual base of 100 are accurate to within about 8.3% at the 90% confidence interval.

Respondents were screened to exclude non-residents and respondents under the age of 18. The sample was selected at random from the current Calgary telephone directory using a book-plus-digit technique. Once a household was selected for inclusion in the sample, up to three calls were made in an effort to obtain an interview. Within the household, the Troldahl-Carter selection system was used in order to select the participant on a randomized basis.

The completed interviews were edited, coded and processed by computer using the FACTS system. Minor weighting adjustments were made to the data in order to account for the probability of selection within the household, and to adjust the data to known age proportions for Calgary according to current Statistics Canada Census data.

A copy of the questionnaire used for the interviewing is appended to this report.

For a more detailed description of the method employed, see Appendix To The Methodology.

The results of the research are presented as follows:

- Highlights
- General Summary
- Appendix To The Methodology
- Detailed Computer Tables (Indexed)
- Appendix --The Questionnaire
  --Verbatim Responses To Open-Ended Questions

Note Of Caution:

Data derived from sample populations are subject to variance. In order not to imply an unwarranted degree of precision, all percentage figures in the General Summary have been rounded to whole numbers; therefore percentages may not total 100.

Further, it should be noted that percentages derived from "actual" bases of less than 100 respondents should be interpreted with caution, while percentages derived from "actual" bases of less than 50 respondents should be interpreted with **extreme** caution.

June, 1990

Canadian Facts

HIGHLIGHTS

- Residents of Calgary travel frequently in the province to a wide variety of destinations. Around 80% of residents have travelled within the province in the past year and residents have made an average of nearly four in-province vacation trips during this period. Popular destinations within the province include both urban destinations, particularly Edmonton, and non-urban locales such as Banff and Kananaskis. While travelling, these residents participate in numerous activities, including shopping, dining and a wide variety of active and outdoor sports.

- The Bow-Canmore area appears to have potential as a destination for overnight vacation trips for residents of Calgary. Subsequent to discussing a broad range of activities and types of accommodation and services which could be made available in the area, one-quarter of residents state that they would be very interested in staying in the area for one night or more within the next year, while around 40% state that they would be fairly likely to do so.

- The most popular activities in which residents would like to participate in the Bow-Canmore area are dining (76%), visiting interpretive exhibits (66%), wildlife viewing (61%) and shopping (57%). Also of interest are the more active outdoor activities, such as hiking (55%), camping (54%), boating (47%), swimming (46%) and cycling (33%). Among the potential resort-oriented activities, golfing (39%) is the most popular option. In terms of winter activities, cross-country skiing (32%) generates the highest level of interest.

- There appears to be demand for camping facilities as well as fixed-roof accommodation. The type of campground with the widest appeal is of the semi-serviced variety with 52% of residents saying that they would be likely to use this form of accommodation. Mid-priced accommodation appeals to the largest segment (57%) of residents interested in fixed-roof accommodation; however, around 20% of residents express interest in luxury or four-star hotels or resorts and 46% express interest in budget accommodations.

- A few residents (21%) express interest in owning a vacation home or property or in time-sharing (12%) in the Bow-Canmore area.

- The market is distinctly segmented by age, income and types of family members who usually travel together.

Groups of residents which express above average levels of interest in the Canmore area as a destination include those who frequently travel within Alberta (residents who made four trips or more in Alberta within the last year provide average ratings of their level of interest at 3.2 on a four-point scale where four equals "Very Likely" and one equals "Not At All Likely"), young adults (those aged 18 to 34 years provide average ratings of their level of interest at 2.9 on the four-point scale), males (2.9) and those who usually travel with children or teenagers (3.1).

A large segment of the market is that of the young to middle aged residents who usually travel with children or teenagers (one-quarter of vacationers usually travel with children or teenagers). These residents and their families are very active, and tend to participate in a wide range of outdoor activities, particularly camping, hiking, swimming, mountain biking and cycling. This segment would appear to be a good opportunity for the Bow-Canmore area. Developments which include the option to participate in a wide range of activities including those suited for children and teenagers and availability of mid-priced accommodation and camping facilities will appeal to this segment. The relatively short travel time from Calgary will not be onerous for even the families with very small children.

- Twenty-nine percent of vacationers usually travel alone or with non-family members. These travellers tend to be young and active; they are more likely to dine in restaurants, participate in boating or other water sports and to go hiking or backpacking. The propensity of these residents to participate in the more challenging activities, such as backpacking and water sports indicates that the segment includes many adventure-oriented travellers. At present, this segment is likely well-serviced by the National and Provincial parks; however, they merit consideration as they are the group which is the most likely to travel during the winter months.

- Nearly one-half of residents travel with other adult household members. Older residents who travel with other adult household members tend to participate in fewer activities and are less interested in many of the activities suggested for the Canmore area. These residents are interested in outdoor activities but of the more leisurely variety, such as wildlife viewing, visiting interpretive centres or exhibits and guided sightseeing tours.

- When residents assess a number of potential types of developments which could be offered in the Canmore area, segments of the market indicate interest in each alternative. A resort complex which includes mid-priced hotels and campgrounds, a golf course, swimming pool and tennis courts as well as a small supermarket and a restaurant appeals to the largest segment (56% of residents state they would be very or fairly likely to stay there if it were built in the Canmore area). The young active segment of residents who often travel with children indicates a higher level of interest in this type of facility.

  For a segment of around one-third of residents, the concept of a four-star resort with all hotel services as well as tennis, golf, a fitness facility and a swimming pool in the area is attractive. This alternative holds greater appeal for younger residents from higher income households, and for residents who golf.

- As previously mentioned, golfing is among the popular ideas for recreational activities in the Canmore area with 39% of residents stating that they or other members of their household would participate in this activity if it were available in the Bow-Canmore area. Those interested in golfing in this area are likely to state that they would use a regular 18-hole course if it were available (76%), while segments of the potential market are also interested in a par 3 course (21%) or in a more difficult championship course (20%).

GENERAL SUMMARY

GENERAL SUMMARY

A. EXISTING TRAVEL PATTERNS AND ACTIVITIES

1. FREQUENCY OF TRAVEL INSIDE AND OUTSIDE OF ALBERTA

Residents of Calgary tend to travel frequently. Within the past year, the majority (81%) travelled to destinations outside the province and just under three-quarters of residents made vacation trips to locations within Alberta.

Although residents are more likely to have travelled to destinations outside of the province, those travelling within Alberta tend to do so more frequently. On average, residents have taken more trips in the province (3.8) than outside (2.5) in the past year.

	Percent Of Residents Of Calgary Taking Vacation Trips...	
	Outside Alberta	**Inside Alberta**
Total - Actual	**(400)** **%**	**(400)** **%**
Number Of Vacation Trips Taken In Past Year:		
One Or More Trips	81	73
One Or Two Trips	52	30
Three To Five Trips	22	23
Six Or More Trips	8	20
No Trips	18	27
Don't Know	*	1
Mean	**2.5**	**3.8**

* Equals less than one-half of one percent.

(See Detailed Tables, Pages 7 And 9)

Residents who travel frequently within Alberta tend to be young adults (18 to 34 years) and those who travel year-round rather than only during the spring and summer. Frequency of travel within the province is not strongly influenced by household income.

	Base For Means (Actual)	Average Number Of Trips In Alberta In The Past Year
	#	#
Average Number Of Trips Within Alberta Taken By...		
Age:		
18 To 34 Years	(209)	4.6
35 Years Or Over	(187)	3.1
Usually Travel:		
Spring And Summer Only	(87)*	4.1
Fall/Winter	(197)	5.8
Household Income:		
Under $40,000	(138)	3.4
$40,000 Or Over	(277)	4.3

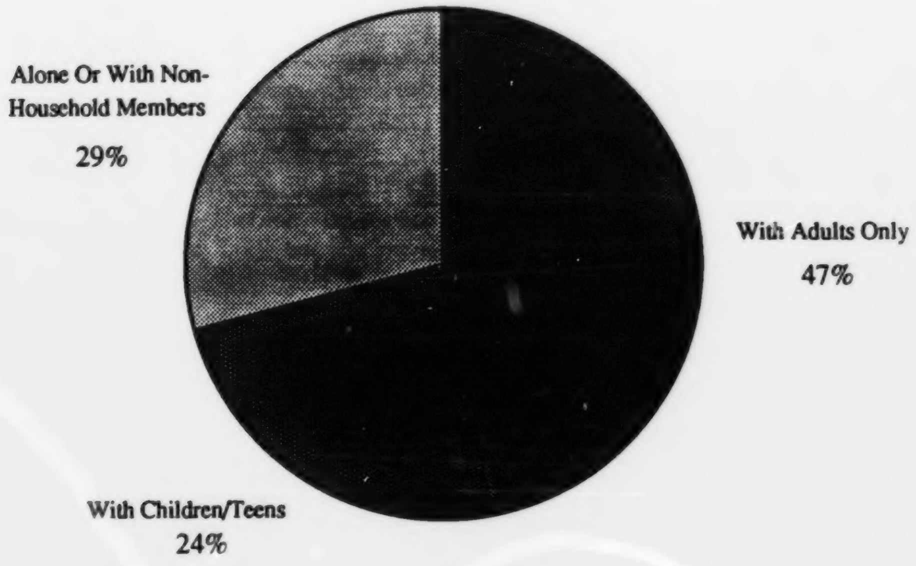
* Data based on unweighted sample sizes of less than 100 should be interpreted with caution.

(See Detailed Tables, Pages 9 And 10)

2. FAMILY MEMBERS WHO TRAVEL TOGETHER

When asked which household members they usually travelled with, almost one-half (47%) of vacationers mention adults only. Nearly one-quarter (24%) of vacationers travelled with teens or young children. Less than one-third of vacationers (29%) usually travelled alone or with non-household members.

HOUSEHOLD MEMBERS TRAVELLED WITH ON VACATION TRIPS IN PAST YEAR



(Developed From Detailed Tables, Page 11)

Family vacations which include teens and children tend to be taken by younger to middle-aged adults and those from higher income households. Residents who travel with teenagers or young adults tend to vacation within Alberta frequently while those with children under twelve tend to travel only within the spring and summer seasons.

Single vacationers who travel without other household members are more likely to be young adults and this segment is likely to travel year-round.

Family vacations taken with other adults in the household aged 35 to 54 tend to be taken by higher income households. Residents in this age group are also likely to travel with children or teenagers.

Unlike other types of family vacationers, those who travel with other adults in the household aged 55 and over tend to come from lower income households and households including adults only. These residents usually travel in spring and summer only. (See Detailed Tables, Pages 11 And 12)

3. TRAVEL WITHIN ALBERTA

a) Accommodation Types Used

Among in-province vacationers (287 respondents), around one-half camped in tents, trailers, campers or motorhomes during their vacation trips in Alberta. Other popular types of accommodation included staying with friend or relatives (47%) and staying in mid-price hotels (44%). Around one-in-five of these residents patronized either budget or luxury hotels.

	Percent Of Residents Who Have Taken Vacation Trips In Alberta In The Past Year
Total - Actual	(287) %
Accommodations Used While On Vacation In Alberta⁺:	
Stayed With Friends/Relatives	47
Camped In Tents	25
Camped In A Trailer Or Camper	22
Stayed In A Motorhome	7
Budget Hotels/Motels Under $40	20
Mid-Priced Hotels	44
Luxury Or Four-Star Hotels Or Resorts	22
Vacation Home Or Property	8
Don't Know	1

⁺ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Page 33)

Younger vacationers are more likely than older to camp. Young residents who travel alone are likely to be tenters, while those with children and teens tend to camp in a trailer or camper. Those who stay in motorhomes are disproportionately drawn from higher income households and, interestingly, tend to travel in Alberta only during the spring and summer.

Staying with friends and relatives is more popular among young, lower income travellers and those who travel alone while residents from higher income households tend to stay in mid-price or luxury hotels or at a vacation home or property. (See Detailed Tables, Pages 33 And 34)

When asked what type of campground they usually stay at, the majority (85%) of those who camp while on vacation (207 respondents) state they stay at provincial or national campgrounds. Less than one-third (31%) of vacation campers stay at private campgrounds and very small segments of the market use franchise, seasonally leased or membership campgrounds.

	Percent Of Residents Who Go Camping
Total - Actual	**(207)**
	%
Type Of Campground Usually Stayed At⁺:	
Provincial/National Campground	85
Private Campground	31
KOA Type Of Franchise	6
Seasonally Leased Campground	4
Membership Campground	1
Other	6
Don't Know	2

+ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Page 39)

b) Destinations Within Alberta

Among residents who travelled within Alberta in the past year (287 respondents), popular destinations include Banff (54%), Edmonton (49%), Kananaskis (26%), Drumheller (22%) and Lake Louise (21%). Only 3% of the residents who travelled in the province mentioned the Canmore area as a destination.

	Percent Of Residents Who Have Taken Vacation Trips Within Alberta
Total - Actual	**(287)** **%**
Locations Visited In Past Year⁺:	
Banff	54
Edmonton	49
Kananaskis	26
Drumheller	22
Lake Louise	21
Red Deer	13
Lethbridge	13
Jasper	10
Waterton Lakes	9
Medicine Hat	8
Sylvan Lake	3
Crowsnest Pass	3
Canmore Area	3
Fort McMurray	2
Fort McLeod	1
Grand Prairie	1
West Castle	1
Peace River	*
Other	42
Don't Know	1

+ Percentages add to more than 100% due to multiple mentions.

* Equals less than one-half of one percent.

(See Detailed Tables, Pages 29 And 30)

c) Seasonality

The majority (80%) of those who make vacation trips within the province (287 respondents) travel during summer and more than half (52%) make vacation trips in Alberta during winter. While around one-third of in-province vacationers travel only in spring and summer, two-thirds travel during the fall and winter as well. (See Table Below And Detailed Tables, Page 34)

	Percent Of Residents Who Have Taken Vacation Trips In Alberta In the Past Year
Total - Actual	(287) %
Season⁺:	
Spring	50
Summer	80
Fall	50
Winter	52
Don't Know	1

⁺ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Page 33)

Young adults, higher income households and those who travel with non-household members are more likely to travel on vacation within Alberta during winter, while frequent in-province travellers who have made four or more trips per year are more likely to travel more throughout all four seasons. (See Detailed Tables, Pages 33 And 34)

4. Activities Participated In While On Vacation

Calgary residents participate in a large number and broad range of activities while vacationing (368 respondents have taken vacation trips inside or outside of the province in the past year). A large majority of residents dine in restaurants or go shopping with other members of their household while on vacation. Other popular activities include visiting interpretive centres or exhibits (64%) and swimming (60%).

Household vacation activities differ between young adults under 34 and adults 35 and over in that the younger adults tend to be much more active. Younger residents and their household members are more likely to take part in outdoor activities (camping, hiking or backpacking, boating, canoeing or other water sports),and active sports (swimming, downhill skiing, tennis, mountain biking and skating). Older residents, on the other hand, are inclined to participate in the more leisurely outdoor activities such as visiting interpretive centres or exhibits and taking guided sightseeing tours by bus or mini-bus.

There is a segment of young to middle-aged active residents who usually travel with children or teens. In terms of activities, these households tend to participate in visits to interpretive centres or exhibits, outdoor activities such as camping and sportfishing, and sports such as swimming, downhill skiing, skating, cycling and mountain biking.

Residents who travel with adults only are more inclined to golf, go cross-country skiing, and take guided sightseeing trips by bus or minibus.

The segment of residents who travel alone or with non-household members are more likely to dine in restaurants, participate in boating, canoeing or other water sports, or go mountain biking. The propensity of these residents to participate in the more challenging activities, such as backpacking and water sports indicates that the segment includes many adventure-oriented travellers.

		Percent Of Residents Who Have Taken Vacation Trips In Past Year And Are...				
		Aged:		Usually Travel With:		
	Total	18-34 Years	35 Years Or Over	Adults Only	Teens/ Children	Alone
Total - Actual	(368) %	(190) %	(174) %	(139) %	(99) %	(129) %
Activities Household Members Participated In While On Vacation+:						
Dining In Restaurants	92	92	93	93	88	96
Shopping	80	81	78	83	82	74
Visiting Interpretive Centres/Exhibits	64	57	70	68	68	54
Swimming	60	69	52	51	81	55
Wildlife Viewing	53	51	56	55	56	48
Camping	52	62	42	45	66	51
Hiking/Backpacking	47	56	40	43	48	53
Boating/Canoeing/Other Water Sports	43	52	35	38	45	50
Downhill Skiing	34	48	22	30	41	37
Golfing	33	33	34	39	32	26
Sportfishing	31	30	32	32	36	24
Cycling	27	28	27	19	47	23
Horseback Riding	19	22	15	20	19	17
Skating	19	23	15	10	35	20
Cross-Country Skiing	18	16	22	27	12	10
Programmed Outdoor Activities	17	16	18	18	21	13
Tennis	16	23	8	13	15	20
Mountain Biking	15	20	12	10	23	18
Guided Sightseeing By Bus/Mini-Bus	15	12	18	21	8	12
Hunting	11	14	9	10	16	10

+ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Pages 13 To 18)

Many residents and their families have participated in numerous activities: on average, over seven activities are mentioned per household that travelled on vacation in the past year. There is an interrelationship between the types of activities participated in. Households which participate in hiking or backpacking are also likely to be campers and to go cross country skiing. These households are also more likely to participate in other active outdoor activities such as boating, sportfishing, wildlife viewing, horseback riding, cycling, mountain biking, tennis and skating.

There is an interrelationship between resort-oriented activities, including golf, tennis and downhill skiing.

Strong relationships exist between the following related activities: downhill skiing and cross-country skiing, cycling and mountain biking, and between hunting and sportfishing.

Vacation activities generic to all households include dining in restaurants, shopping, visiting interpretive centres or exhibits and swimming. (See Detailed Tables, Pages 25 To 28)

Calgary residents who travel frequently to vacation locations within the province exhibit greater likelihood in participating in nearly all forms of activities. (See Detailed Tables, Pages 19 To 24)

5. Ownership Of Vacation Homes

Less than one-in-ten (8%) of Calgary residents own either a vacation home or property. As the sub-sample of vacation home or property owners is very small, the data should be interpreted with caution. However, it appears that around half of recreational property owners (29 respondents) have vacation homes or property located in Alberta while forty percent own recreational property in B.C. Less than one-fifth of recreational property owners have vacation homes or property located in other areas. (See Table Below and Detailed Tables, Page 35)

	Percent Of Residents Of Calgary
Total - Actual	(400)
	%
Whether A Vacation Home Or Property Is Owned By The Household:	
Own A Vacation Home	3
Own A Vacation Property	5
Don't Know/None Owned	91

(See Detailed Tables, Page 35)

When asked the three main activities participated in by the household while at the vacation home or property, recreational property owners mentioned the following activities most frequently: hiking or backpacking (38%); swimming (34%); boating, canoeing or other water sports (24%); camping (21%) and sportfishing (17%). (Note that this data is based on less than 50 respondents, and should be interpreted with extreme caution.) (See Detailed Tables, Page 37)

B. POTENTIAL INTEREST IN THE BOW-CANMORE AREA

1. FAMILIARITY WITH THE CANMORE AREA

Familiarity with the proposed area for development is high, with around one-half of residents of Calgary having stopped in the Canmore area or having participated in recreational activities there.

Residents who are more likely to have stopped in the area include those who travel frequently in Alberta (four or more trips in the past year), and residents from higher income households. (See Table Below And Detailed Tables, Pages 41 And 42)

	Percent Of Residents Of Calgary
Total - Actual	**(400)** **%**
Whether Stopped Or Participated In Recreational Activities In The Canmore Area:	
Have Stopped	52
Have Not Stopped	48

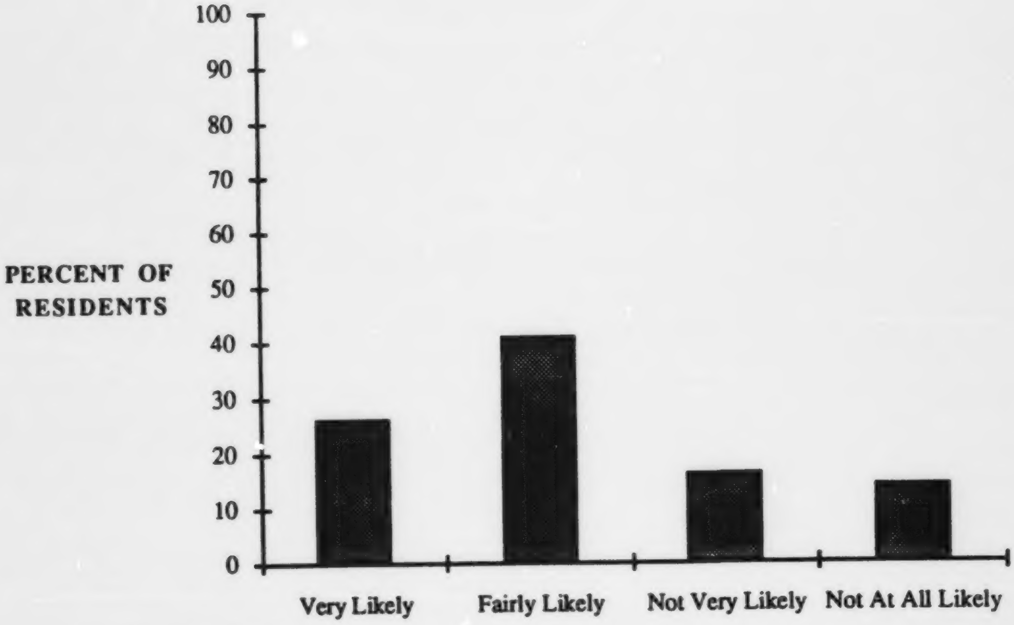
(See Detailed Tables, Page 41)

2. OVERALL LEVEL OF INTEREST IN STAYING IN THE CANMORE AREA

After residents have discussed a broad spectrum of recreational activities, facilities and accommodations which could be developed in the Canmore area, many express an interest in staying there for one or more nights within the next year. One-quarter of residents state they would be very likely to do so while 41% say they would be fairly likely.

It should be noted that this evaluation was subsequent to discussion of a wide variety of potential developments in the Canmore area. Since it clearly would not be feasible for all of the potential facilities to be available, the level of interest in the area is likely over-stated. Nonetheless, the results demonstrate that if appropriate activities and types of accommodation are available, some Calgary residents are willing to view the area as a potential destination for overnight trips.

LIKELIHOOD OF STAYING IN CANMORE AREA FOR ONE OR MORE NIGHTS IF FACILITIES LIKE THE ONES DISCUSSED WERE AVAILABLE



(See Detailed Tables, Page 71)

Segments of the market which tend to provide higher average levels of interest in staying in the Canmore area are the segment of young, active, frequent travellers, males and those who usually travel with children and teenagers. (See Table Following And Detailed Tables, Pages 71 And 72)

	Base For Means (Actual)	Average Ratings* Of Level Of Interest In Visiting The Canmore Area
	#	#
Number Of Trips Taken Within Alberta In The Past Year:		
None	(113)	2.6
One To Three	(159)	2.6
Four Or More	(127)	3.2
Usually Travel With:		
Adults Only	(139)	2.8
Children/Teens	(99)	3.1
Alone Or With Non-Household Members	(129)	2.7
Sex:		
Male	(195)	2.9
Female	(205)	2.7
Age:		
18 To 34 Years	(209)	2.9
35 Years Or Over	(187)	2.7

* Means are based on an assigned four-point scale where four equals "Very Likely" and one equals "Not At All Likely" and exclude "Don't Know" responses.

(See Detailed Tables, Pages 71 And 72)

3. INTEREST IN POTENTIAL DEVELOPMENTS AND ACTIVITIES

a) Potential Activities In The Canmore Area

When Calgary residents are asked how interested they would be in participating in various recreational activities in the Canmore area, assuming that the necessary facilities would be available, the response to many of the proposed activities is enthusiastic. The more popular activities include a mix of both passive and active activities, including dining in restaurants and outdoor activities such as visiting interpretive displays or exhibits, wildlife viewing and hiking or backpacking. Shopping is also a popular suggestion. The most popular winter sport residents see themselves participating in is cross-country skiing.

	Percent Of Residents Of Calgary Who State Household Members Would Be Likely To Participate In Activities
Total - Actual	**(400)** **%**
Activities Which Could Be Available In The Canmore Area⁺:	
Dining In Restaurants	76
Visiting Interpretive Displays Or Exhibits	66
Wildlife Viewing	61
Shopping	57
Hiking Or Backpacking	55
Camping	54
Boating, Canoeing Or Other Water Sports	47
Swimming	46
Golfing	39
Sportfishing	39
Cycling	33
Cross-Country Skiing	32
Horseback Riding	31
Mountain Biking	24
Programmed Outdoor Activities	24
Skating	24
Tennis	20
Guided Sightseeing By Bus Or Mini-Bus	15
Hunting	12

⁺ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Pages 43 To 49)

It would appear that in most cases, both the adult who responded to the survey and other household members would be interested in participating in the same recreational activities. (See Detailed Tables, Pages 43 To 49)

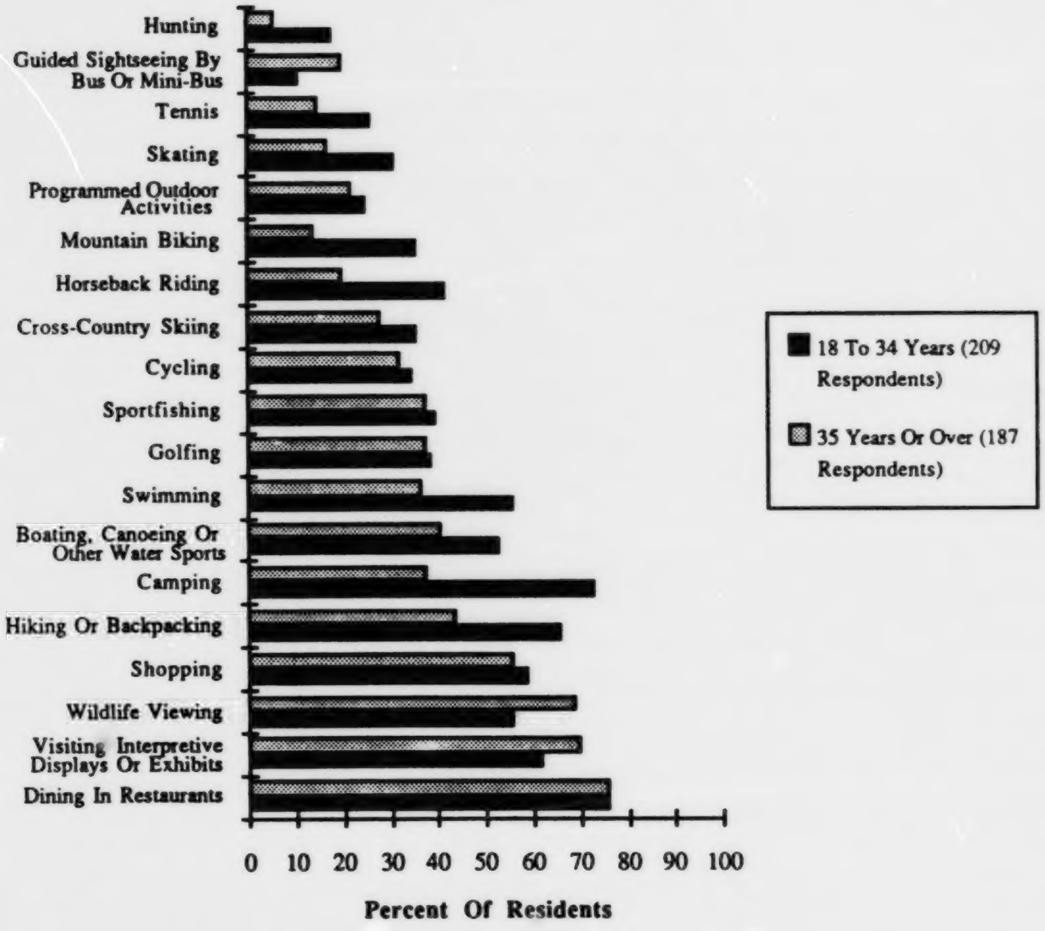
Generally, activities in which residents express interest in the Bow-Canmore area tend to be similar to the activities participated in while vacationing in the past year. Restaurant dining and shopping are activities more likely to have been participated in than they anticipate being interested in doing in the Canmore area. This may indicate that these activities are not compatible with residents' current perceptions of the Canmore area. (See Detailed Tables, Pages 13 To 18 And 43 To 49)

The market is distinctly segmented in terms of the popularity of potential activities for the Bow-Canmore area. Males are more likely to see themselves visiting the area to go golfing, fishing, or hunting and less likely to want shopping facilities.

As indicated by activity patterns while travelling in the past, people who travel with other adult household members tend to participate in fewer activities and to be less interested in many of the activities suggested for the Bow-Canmore area. The younger, more active group which tends to travel with children or teenagers are more interested in many activities including camping, hiking, swimming, mountain biking and cycling. Older residents are also interested in outdoor activities but of the more leisurely variety, such as wildlife viewing, visiting interpretive centres or exhibits and guided sightseeing tours.

In addition to the activities which correlate with both young residents and presence of children in the household, tennis and horseback riding in the Canmore area seem to have more appeal for younger residents than for older, while those interested in golfing tend to come from higher income households. (See Graphs Following And Detailed Tables, Pages 43 To 49)

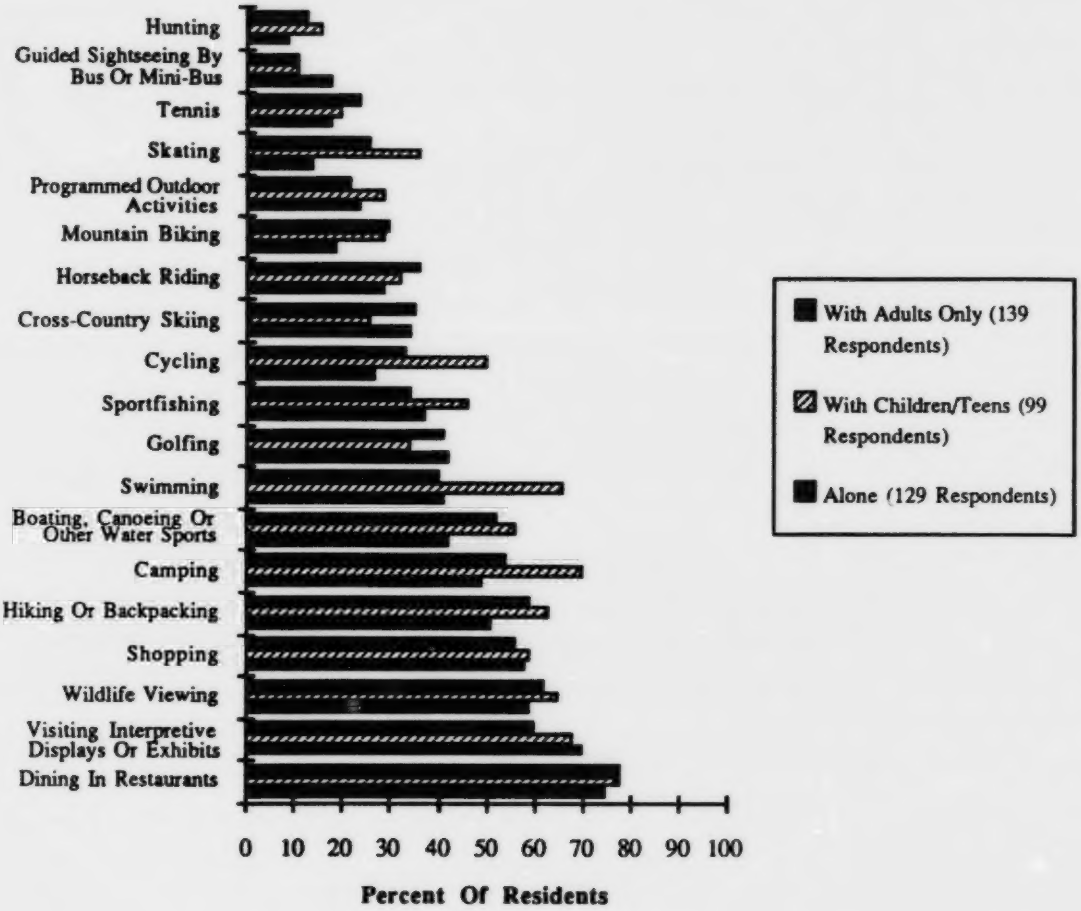
CANMORE AREA ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE, BY AGE+



+ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Pages 43 To 49)

CANMORE AREA ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN, BY TYPES OF FAMILY MEMBERS WHO TRAVEL TOGETHER⁺



⁺ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Pages 43 To 49)

As with the pattern of activities participated in during vacations taken in the past year, there are interrelationships between types of activities. Residents whose households are interested in camping and hiking or backpacking are also interested in a range of active outdoor activities, including boating, sportfishing, mountain biking, cycling and horseback riding. Those interested in tennis also tend to be interested in golf. Strong cross-over in interest levels also occurs with fishing and hunting, cycling and mountain biking, and guided sightseeing and programmed outdoor activities. (See Detailed Tables, Pages 57 And 58)

When residents are asked if there are any other activities which they would like to be able to do in the Canmore area, the majority of them (81%) can't think of anything to add to the comprehensive list already assessed. The suggestions which were made cover a broad spectrum of activities including adventure-oriented sports such as rock climbing and helicopter riding, as well as indoor activities, cultural activities and facilities for family entertainment. (See Detailed Tables, Pages 61 And 62)

b) Golfing Patterns And Interest In Potential Golf Courses In The Canmore Area

Around one-half of adult residents of Calgary play golf at least occasionally. Among golfers (187 respondents), 43% do so more often than once a month during the golfing season. Demographically, golfers tend to be males and to come from higher income households. (See Detailed Tables, Page 87)

As detailed in the previous section of this report, golfing is among the popular ideas for recreational activities in the Canmore area with 39% of residents stating that they or other members of their household would participate in this activity if it were available in the area. An additional 7% of residents stated that they (or other household members) might possibly golf in the area. (See Detailed Tables, Page 43)

Residents who stated that they would be likely or maybe/possibly likely to golf in the Canmore area (175 respondents) are likely to state that they would use a regular 18-hole course if it were available; however, segments of the potential market are also interested in a par 3 course or in a more difficult championship course. While sample sizes for segmentation within this group are small and should be interpreted cautiously, it appears that males, younger golfers and those from higher income households express greater interest in a championship course. (See Table Following And Detailed Tables, Page 63)

	Percent Of Residents Of Calgary	Percent Of Residents Likely Or Possibly Likely To Golf In The Canmore Area
Total - Actual	(400) %	(175) %
Types Of Golf Courses Likely To Use In The Canmore Area⁺:		
A Par 3 Course	10	21
A Regular 18-Hole Course	35	76
A More Difficult Championship Course	9	20
None Or Don't Know	2	3
Not Interested In Golfing In Bow-Canmore Area	54	N/A

⁺ Percentages add to more than 100% due to multiple mentions.

(Developed From Detailed Tables, Page 63)

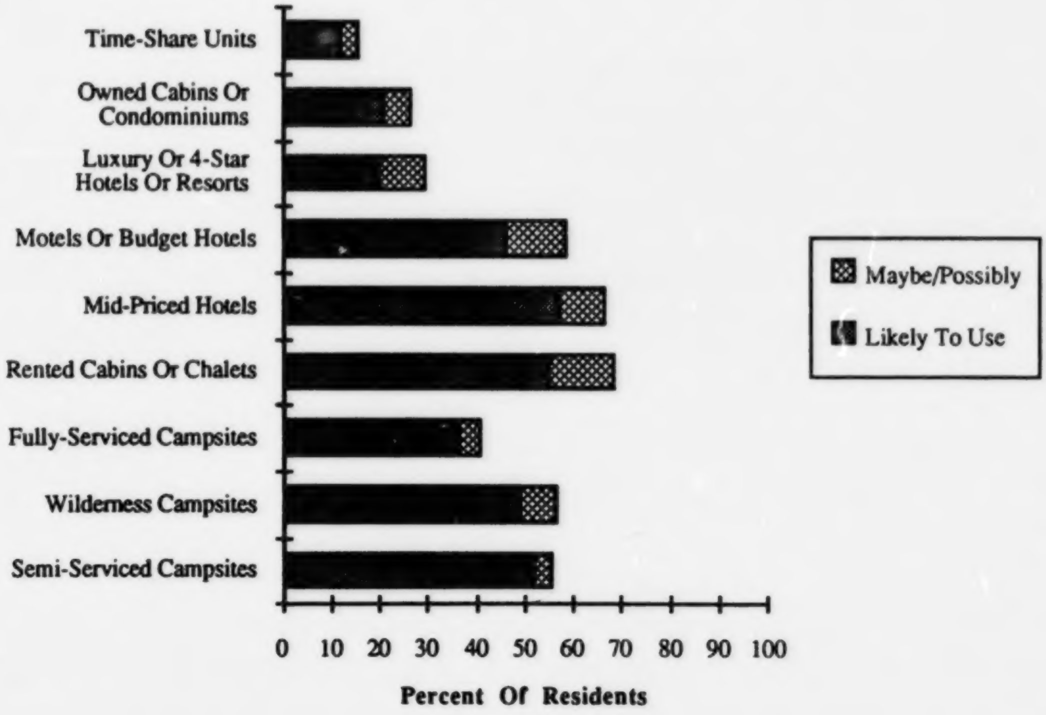
c) Accommodation Types Residents Would Be Interested In Using In The Canmore Area

Residents express interest in both camping and fixed roof accommodation options. Among the alternative types of campsites assessed, semi-serviced and wilderness campsites attract the interest of more residents than do fully-serviced campsites with around one-half preferring each of the less developed types of sites versus one-third preferring the fully-serviced type.

Among hotel options, the majority of residents express interest in mid-priced or budget hotels or rented cabins and chalets. A relatively small segment (20%) state that they would be likely to stay at a luxury or four-star resort if it were available in the area.

The time-sharing and ownership options generate lower levels of interest, and these options would not be expected to appeal to a large number of residents given the level of commitment required.

TYPES OF ACCOMMODATION
RESIDENTS WOULD LIKELY USE
IF STAYING IN THE CANMORE AREA



(See Detailed Tables, Pages 65 To 67)

Segments of the potential market expressing greater levels of interest in staying at all types of campgrounds include the younger, more active residents who tend to travel with their children and to travel frequently within the province. Residents who usually travel alone or with non-household members are also likely to be interested in staying at wilderness campgrounds.

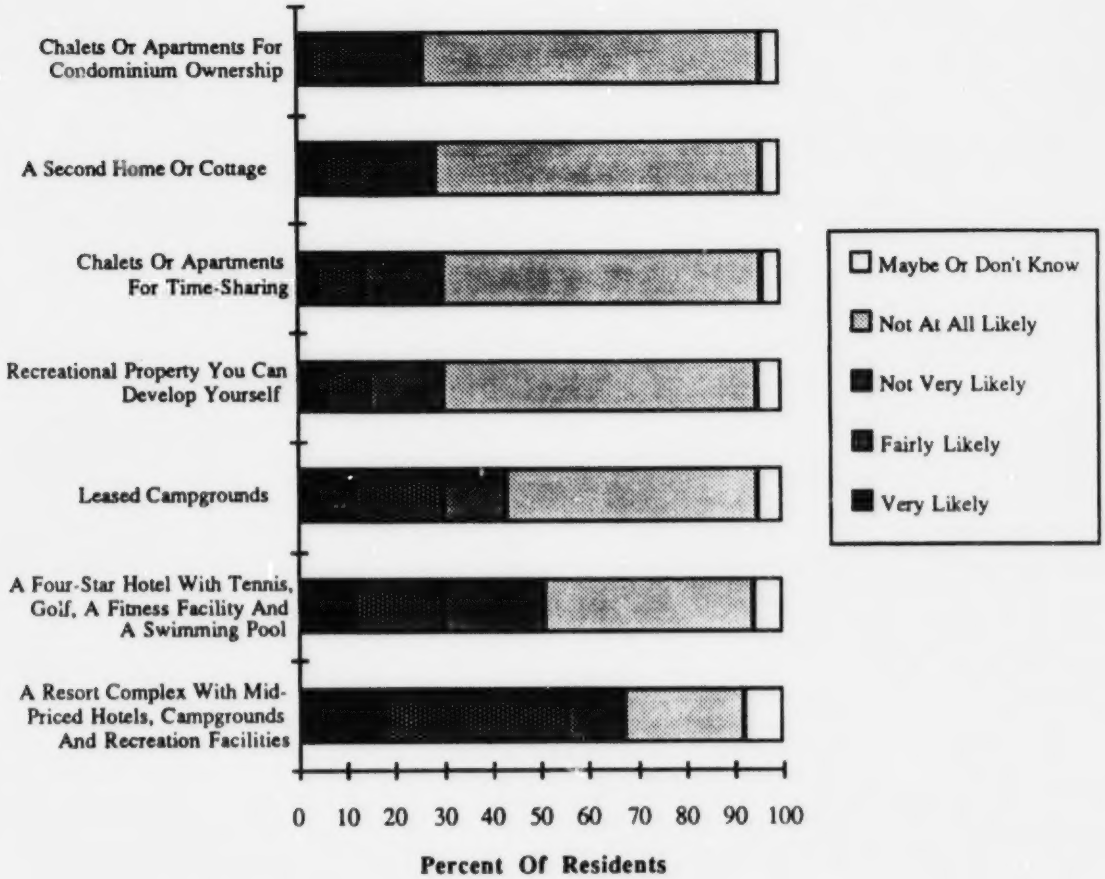
Higher income residents are more likely state they would be likely to stay at four-star hotels or resorts. Interestingly, definite interest in owned cabins or condominiums is not correlated to income. Lower-income residents are more likely to state they would be likely to use time-share units. (See Detailed Tables, Pages 65 To 70)

d) Types Of Developments Residents Would Be Interested In Using In The Canmore Area

When residents assess a number of potential types of developments which could be offered in the Canmore area, segments of the market indicate interest in each alternative. The mid-priced resort with hotels or campgrounds and a variety of recreational facilities appeals to the largest segment (56% would be very or fairly likely to stay there if it were built in the Canmore area), while a number of residents indicate that they would be very or fairly likely to stay at a four-star hotel (30%) or leased campgrounds (29%).

Relatively small segments of the potential market indicated a high degree of interest in time-sharing or owning chalets or in buying recreational properties or second homes.

LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN THE CANMORE AREA



(See Detailed Tables, Pages 75 To 78)

Responses to this question tend to be consistent with those obtained in a similar question regarding accommodation (see Section B.3.c. of this report). The proportion of residents likely to stay in owned cabins or condominiums in the accommodation section (21% of residents) is similar to the proportion of residents who are very or fairly interested in developments which include either chalets or apartments available for condominium ownership (10%) or in second homes or cottages (13%). While the segment of residents who stated they would be very or fairly likely to stay in a mid-priced resort which includes recreation facilities (56%) is similar to those likely to stay in mid-priced hotels (57%), it is interesting to note that the proportion of residents interested in luxury accommodation increases from 20% of residents to 30% when the facility is described as including facilities such as fine dining, room service, a cocktail lounge, tennis, golf, a fitness facility and a swimming pool. Note that comparisons between these two questions should be made with caution as different response categories were used and the context of the questions was different. (See Detailed Tables, Pages 65 To 67 And 75 To 78)

In terms of segments of the market, the concept of a four-star resort with all hotel services as well as tennis, golf, a fitness facility and a swimming pool in the area is more attractive to younger residents from higher income households and to residents who golf.

The young active segment of residents who often travels with children indicates a higher level of interest in a resort complex which includes mid-priced hotels and campgrounds, a golf course, swimming pool and tennis courts as well as a small supermarket and a restaurant. These residents also tend to provide above average levels of likelihood of staying in leased-site campgrounds, and those that usually travel with children or teenagers are also more interested in time-sharing or in owning a second home or recreational property in the area. (See Detailed Tables, Pages 75 To 82)

e) Types Of Recreational Or Accommodation Facilities Residents Would Use If Available In The Canmore Area

When residents are asked what they would include in a recreational development in the Canmore area, many of the suggestions reflect facilities and activities previously assessed.

In terms of accommodation, people are most likely to include campgrounds. There are many who prefer fixed roof accommodation and a segment who specifies that they want self-contained accommodation (i.e., with cooking facilities).

Recreational facilities which are most likely to be mentioned include swimming pools or water slides, golf courses, tennis courts as well as indoor sports facilities such as squash courts or a fitness facility. Facilities for many outdoor activities are also mentioned such as trails for walking, hiking, cycling, motorcycling and mountain biking. A few residents also would like to see facilities and activities for children.

	Percent Of Residents Of Calgary
Total - Actual	(400) %
Types Of Recreational Or Accommodation Facilities Residents Would Include In A Development In The Canmore Area⁺:	
Accommodation Mentions:	
Camping Or Campgrounds	19
Self-Contained Accommodation	8
Mid-Priced Accommodation	6
Better Quality Or Luxury Hotels	5
Hotels Or Accommodation (Unspecified)	4
Mentions Of Recreational Facilities:	
Swimming Pool Or Water Slides	29
Golf Or Golf Course	21
Walking, Hiking Or Backpacking Trails	15
Tennis	13
Indoor Sports Facilities Or A Gymnasium	10
Winter Sports And Activities	9
Cycling, Motorcycling Or Mountain Bike Trails	9
Restaurants Or Fine Dining	7
Horseback Riding Trails	7
Fishing And Hunting Facilities	6
Play Area Or Activities For Children	6
Water Sports	5
Wildlife Viewing Or Animal Observation Area	5
None/Leave It The Way It Is Or Natural	8
All Other Comments	17
Don't Know	19

⁺ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Page 83 And 84)

f) Seasonality

The majority of residents who would be likely to stay in the Canmore area (283 respondents) think that they would do so during the summer; however, nearly one-half of these residents think they would come in the spring or fall while one-third would come during the winter season. Inclusion of facilities which will permit winter sports, as well as year-round activities, such as cross-county skiing and indoor sporting facilities is likely necessary to sustain occupancy rates within the area.

	Percent Of Residents Who Would Be Very Or Fairly Likely To Stay In The Canmore Area
Total - Actual	**(283)** **%**
Seasons Residents Would Be Likely To Stay In The Canmore Area⁺:	
Spring	47
Summer	86
Fall	43
Winter	32
Don't Know	1

⁺ Percentages add to more than 100% due to multiple mentions.

(See Detailed Tables, Page 71)

APPENDIX TO THE METHODOLOGY

APPENDIX TO THE METHODOLOGY

A total of 400 telephone interviews was conducted among Calgary residents from March 16 to March 24, 1990. All calling was placed in the evenings and on Saturdays to ensure the inclusion of working people. The interviews were conducted using the FACTS (Fully Automated Computer Telephone Surveys) system from Canadian Facts Central Location Telephone (CLT) facility in Calgary, where interviewing is continually supervised and monitored.

Respondents were screened to exclude non-residents of Calgary and residents under the age of 18. The sample was selected at random from the current Calgary telephone directory. A book-plus-digit technique was used to allow the inclusion of newly-listed and unlisted telephone numbers. Once a household was selected for inclusion in the sample, up to three calls were made in an effort to obtain an interview. Within the household, the Troldahl-Carter selection system was used in order to select the participant on a randomized basis.

The questionnaire was pre-tested on March 15, 1990 to assure workability of question sequences. Client service representatives monitored the pre-test. The questionnaire was subsequently modified.

The following table outlines the results of final call attempts.

	Number	Percent
Total Sample	**(1,691)** **#**	**(100)** **%**
Results Of Final Call Attempts:		
Not In Service	407	24
No Reply	233	14
Busy	6	*
Appointment	32	2
Third Call Not Completed	88	5
Business Number	218	13
Answering Service	16	1
Language Problem	26	2
Selected Respondent Not Available	35	2
Initial Refusal	215	13
No One Over 18 In Household	1	*
Refused During Interview	14	1
Completion	400	24

* Equals less than one-half of one percent.

Validation consisted of local CLT supervisors monitoring. Approximately 10% of the interviews were either partially or completely monitored.

A copy of the questionnaire used for the interviewing is appended to this report.

The completed interviews were edited, coded and processed by computer using the FACTS system. Minor weighting adjustments were made to the data in order to adjust for the probability of an individual in the household being included in the survey, and to adjust the data to known age proportions for Calgary according to Statistics Canada Census data. To view the impact of the weighting system, see Detailed Tables, page 102.

The data presented in this report are accurate to within about 4.2% either way nine times out of ten for data based on the total sample. Data based on sub-populations are subject to greater variance. For example, data based on an actual base of 100 are accurate to within about 8.3% at the 90% confidence interval.

DETAILED TABLES

EXPLANATION OF NOTATIONS USED IN THE DETAILED TABLES

* Percent .05

- Percent = 0

Notes: Percentages derived from "actual" bases of less than 100 should be interpreted with caution.

Percentages derived from "actual" bases of less than 50 should be interpreted with **extreme** caution.

Items listed below any sub-total may not exactly add to the sub-total through computer "rounding" (applies to (1) weighted frequencies where decimal not shown or (2) where percent shown without decimal).

STANDARD DEVIATION

The Standard Deviation is calculated by taking the square root of the variance around the mean. It is a summary statistic of variation printed below the mean. The Standard Deviation gives an idea of the likely variation around the mean if we are simply considering the mean as a descriptive statistic. When Standard Deviation scores are small relative to the means, means can be taken as good representations of the individual scores.

STANDARD ERROR

The Standard Error is calculated by dividing the Standard Deviation by the square root of the sample size. The Standard Error indicates the likely deviations that can be expected and, therefore, the confidence limits.

For example, mean ± 2 standard errors will include the "true mean" 95% of the time.

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Table	Page	Title	Base
1	1	Q.1/2 Household size and composition.	Base: Total respondents
2	7	Q.3 Number of vacation trips taken outside of Alberta in past year.	Base: Total respondents
3	9	Q.4 Number of vacation trips made to locations in Alberta in past year.	Base: Total respondents
4	11	Q.5 Household members usually travelled with on vacation trips.	Base: Total respondents who have taken vacation trips in the past year
5	13	Q.6a/b Activities in which household members participated while on vacation trips in past year.	Base: Total respondents who have taken vacation trips in the past year
6	25	Q.6a Whether household members participated in various activities while on vacation trips in past year.	Base: Total respondents who have taken vacation trips in the past year
7	27	Q.6a Whether household members participated in various activities while on vacation trips in past year.	Base: Total respondents who have taken vacation trips in the past year
8	29	Q.7 Locations visited in Alberta in past year.	Base: Total respondents who have taken vacation trips within Alberta in the past year
9	33	Q.8 Seasons during which vacation trips in Alberta were taken. Q.9 Accommodations used while on vacation trips in Alberta.	Base: Total respondents who have taken vacation trips within Alberta in the past year
10	35	Q.10 Whether a vacation home or property is owned by household. Q.12 Location of vacation home or property.	Base: Total respondents

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Table	Page	Title	Base
11	37	Q.11 Three main activities participated in while at vacation home or property.	Base: Total respondents in households which own a vacation home or property
12	39	Q.13 Types of campground usually stay at.	Base: Total respondents who go camping while on vacation trips
13	41	Q.14 Whether stopped or participated in recreational activities in the Canmore area.	Base: Total respondents
14	43	Q.15a/b Recreational activities in which household members would be likely to participate in the Canmore area.	Base: Total respondents
15	57	Q.15a Whether household members would be interested in participating in various activities if available in the Canmore area.	Base: Total respondents
16	58	Q.15a Whether household members would be interested in participating in various activities if available in the Canmore area.	Base: Total respondents
17	59	Q.15c Other types of recreational activities likely to participate in near the Canmore area.	Base: Total respondents
18	63	Q.16 Types of golf courses likely to use in the Canmore area.	Base: Total respondents likely or maybe/possibly likely to golf in the Canmore area
19	65	Q.17 Types of accommodation likely to use if staying in the Canmore area.	Base: Total respondents
20	71	Q.18 Likelihood of staying in Canmore if facilities and recreational activities like the ones discussed were available. Q.20 Seasons during which would be likely to stay in the Canmore area.	Base: Total respondents

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Table	Page	Title	Base
21	73	Q.19 Facilities or services which would increase interest in visiting the Canmore area.	Base: Total respondents not very or not at all likely to visit and stay in the Canmore area
22	75	Q.21 Likelihood of staying in proposed developments in Canmore area.	Base: Total respondents
23	83	Q.22 Other types of recreational or accommodation facilities would like to use if available in the Canmore area.	Base: Total respondents
24	87	Q.23 Whether play golf. Q.24 Frequency of golf play during golf season.	Base: Total respondents
25	89	Q.25/26 Sex and Age of respondent.	Base: Total respondents
26	91	Q.27 Occupation of respondent.	Base: Total respondents
27	93	Q.28a/b Total annual household income.	Base: Total respondents
28	95	Q.15a/b Recreational activities in which household members would be likely to participate in the Canmore area.	Base: Total respondents very or fairly likely to visit and stay in the Canmore area
29	102	Q.25/26 Sex and Age of respondent.	Base: Total respondents

TABLE 1

Q.1/2 HOUSEHOLD SIZE AND COMPOSITION.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOUSEHOLD SIZE:												
One person	42 10.5	22 11.1	20 10.0	20 10.5	21 10.2	25 20.0	14 5.9	42 15.9	0 -	0 -	0 -	38 35.8
Two people	146 36.5	79 39.7	67 33.3	52 27.2	92 44.9	50 40.0	81 34.0	140 53.0	6 4.4	108 62.4	3 3.3	22 20.8
Three	79 19.8	40 20.1	39 19.4	46 24.1	33 16.1	22 17.6	50 21.0	40 15.2	39 28.7	24 13.9	27 29.7	22 20.8
Four	79 19.8	33 16.6	46 22.9	44 23.0	34 16.6	16 12.8	59 24.8	27 10.2	53 39.0	23 13.3	39 42.9	14 13.2
Five or more	53 13.3	26 13.1	28 13.9	29 15.2	24 11.7	12 9.6	33 13.9	15 5.7	39 28.7	19 11.0	22 24.2	11 10.4
MEAN	2.96	2.88	3.04	3.12	2.82	2.62	3.12	2.38	4.09	2.79	4.03	2.44
STANDARD DEVIATION	1.38	1.37	1.38	1.38	1.36	1.44	1.29	1.09	1.16	1.22	1.05	1.44
STANDARD ERROR	.069	.098	.097	.096	.100	.122	.085	.068	.098	.104	.106	.127
ADULTS AGED 55 OR OVER:												
None	288 72.0	143 71.9	145 72.1	173 90.6	115 56.1	78 62.4	187 78.6	163 61.7	125 91.9	105 60.7	86 94.5	75 70.8
One person	44 11.0	20 10.1	24 11.9	9 4.7	33 16.1	24 19.2	13 5.5	40 15.2	4 2.9	18 10.4	3 3.3	22 20.8
Two people	67 16.8	37 18.6	30 14.9	8 4.2	56 27.3	22 17.6	37 15.5	60 22.7	7 5.1	50 28.9	2 2.2	7 6.6
Three	1 .3	0 -	1 .5	0 -	1 .5	0 -	1 .4	1 .4	0 -	0 -	0 -	1 .9
MEAN	.46	.47	.44	.14	.73	.55	.38	.62	.13	.68	.07	.39
STANDARD DEVIATION	.78	.79	.77	.45	.89	.78	.76	.85	.47	.89	.33	.68
STANDARD ERROR	.039	.056	.054	.031	.065	.066	.051	.053	.039	.076	.033	.060

TABLE 1

Q.1/2 HOUSEHOLD SIZE AND COMPOSITION.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
ADULTS AGED 35 TO 54 YEARS:												
None	206 51.5	104 52.3	102 50.7	134 70.2	69 33.7	84 67.2	107 45.0	148 56.1	58 42.6	95 54.9	35 38.5	55 51.9
One person	80 20.0	31 15.6	50 24.9	35 18.3	44 21.5	25 20.0	49 20.6	50 18.9	30 22.1	26 15.0	21 23.1	28 26.4
Two people	111 27.8	62 31.2	49 24.4	22 11.5	89 43.4	15 12.0	79 33.2	64 24.2	47 34.6	52 30.1	34 37.4	21 19.8
Three	1 .3	1 .5	0 -	0 -	1 .5	0 -	1 .4	1 .4	0 -	0 -	0 -	1 .9
Four	2 .5	2 1.0	0 -	0 -	2 1.0	0 -	2 .8	0 -	2 1.5	0 -	2 2.2	0 -
MEAN STANDARD DEVIATION STANDARD ERROR	.78 .89 .045	.82 .95 .068	.74 .83 .058	.41 .69 .048	1.13 .92 .067	.45 .70 .060	.92 .93 .062	.69 .85 .053	.95 .94 .079	.75 .89 .075	1.04 .96 .096	.71 .83 .073
YOUNG ADULTS AGED 18 TO 34:												
None	147 36.8	79 39.7	68 33.8	0 -	144 70.2	42 33.6	85 35.7	109 41.3	37 27.2	69 39.9	32 35.2	32 30.2
One person	97 24.3	43 21.6	54 26.9	56 29.3	39 19.0	38 30.4	48 20.2	63 23.9	34 25.0	31 17.9	23 25.3	38 35.8
Two people	128 32.0	60 30.2	67 33.3	110 57.6	17 8.3	35 28.0	88 37.0	68 25.8	60 44.1	61 35.3	34 37.4	22 20.8
Three	23 5.8	14 7.0	9 4.5	19 9.9	4 2.0	7 5.6	15 6.3	18 6.8	5 3.7	9 5.2	2 2.2	12 11.3
Four	3 .8	0 -	3 1.5	3 1.6	0 -	3 2.4	0 -	3 1.1	0 -	2 1.2	0 -	2 1.9
Five or more	2 .5	2 1.0	0 -	2 1.0	0 -	0 -	2 .8	2 .8	0 -	2 1.2	0 -	0 -
MEAN STANDARD DEVIATION STANDARD ERROR	1.12 1.03 .052	1.10 1.08 .077	1.13 .99 .069	1.87 .75 .052	.42 .73 .054	1.13 1.03 .088	1.17 1.05 .070	1.05 1.09 .068	1.24 .90 .075	1.14 1.11 .094	1.07 .90 .090	1.17 1.04 .091

TABLE 1

Q.1/2 HOUSEHOLD SIZE AND COMPOSITION.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
TEENAGERS AGED 12 TO 17:												
None	348 87.0	177 88.9	171 85.1	171 89.5	175 85.4	110 88.0	207 87.0	264 100.0	84 61.8	157 90.8	62 68.1	100 94.3
One person	38 9.5	18 9.0	20 10.0	17 8.9	19 9.3	11 8.8	24 10.1	0 -	38 27.9	13 7.5	20 22.0	5 4.7
Two people	14 3.5	5 2.5	10 5.0	4 2.1	11 5.4	3 2.4	8 3.4	0 -	14 10.3	4 2.3	9 9.9	1 .9
MEAN STANDARD DEVIATION STANDARD ERROR	.17 .46 .023	.14 .41 .029	.20 .50 .035	.13 .38 .026	.20 .52 .038	.14 .42 .036	.17 .45 .030	.00 .00 .000	.49 .68 .057	.11 .38 .032	.42 .66 .067	.07 .30 .026
CHILDREN UNDER 12:												
None	298 74.5	157 78.9	141 70.1	128 67.0	165 80.5	101 80.8	167 70.2	264 100.0	34 25.0	163 94.2	16 17.6	100 94.3
One person	47 11.8	20 10.1	27 13.4	29 15.2	18 8.8	10 8.0	35 14.7	0 -	47 34.6	8 4.6	32 35.2	1 .9
Two people	43 10.8	19 9.5	24 11.9	25 13.1	18 8.8	9 7.2	32 13.4	0 -	43 31.6	2 1.2	34 37.4	5 4.7
Three	9 2.3	4 2.0	6 3.0	6 3.1	4 2.0	2 1.6	3 1.3	0 -	9 6.6	1 .6	8 8.8	0 -
Four	2 .5	0 -	2 1.0	2 1.0	0 -	1 .8	1 .4	0 -	2 1.5	0 -	1 1.1	0 -
Five or more	1 .3	0 -	1 .5	1 .5	0 -	1 .8	0 -	0 -	1 .7	0 -	1 1.1	0 -
MEAN STANDARD DEVIATION STANDARD ERROR	.43 .84 .042	.35 .73 .052	.52 .93 .065	.57 .95 .066	.32 .71 .052	.34 .84 .071	.47 .80 .053	.00 .00 .000	1.28 1.00 .084	.08 .36 .030	1.43 .97 .098	.10 .43 .038

TABLE 1

Q.1/2 HOUSEHOLD SIZE AND COMPOSITION.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOUSEHOLD SIZE:												
One person	42 10.5	16 15.0	14 8.4	12 9.7	28 10.4	14 11.4	6 6.7	19 9.5	18 9.3	23 11.2	17 8.3	24 12.2
Two people	146 36.5	46 43.0	59 35.3	41 33.1	96 35.8	47 38.2	37 41.1	64 32.0	75 38.7	71 34.5	59 28.9	87 44.4
Three	79 19.8	19 17.8	32 19.2	27 21.8	62 23.1	14 11.4	12 13.3	48 24.0	34 17.5	45 21.8	44 21.6	35 17.9
Four	79 19.8	17 15.9	38 22.8	22 17.7	60 22.4	20 16.3	17 18.9	45 22.5	40 20.6	39 18.9	47 23.0	32 16.3
Five or more	53 13.3	8 7.5	24 14.4	21 16.9	22 8.2	28 22.8	18 20.0	26 13.0	26 13.4	28 13.6	38 18.6	16 8.2
MEAN	2.96	2.61	3.09	3.08	2.87	3.13	3.19	3.03	2.96	2.97	3.26	2.66
STANDARD DEVIATION	1.38	1.21	1.41	1.42	1.25	1.60	1.54	1.31	1.35	1.40	1.46	1.21
STANDARD ERROR	.069	.114	.112	.126	.074	.152	.165	.093	.099	.096	.102	.087
ADULTS AGED 55 OR OVER:												
None	288 72.0	76 71.0	116 69.5	94 75.8	209 78.0	73 59.3	63 70.0	147 73.5	146 75.3	142 68.9	158 77.5	130 66.3
One person	44 11.0	7 6.5	29 17.4	8 6.5	19 7.1	23 18.7	11 12.2	27 13.5	19 9.8	25 12.1	21 10.3	23 11.7
Two people	67 16.8	25 23.4	22 13.2	20 16.1	39 14.6	26 21.1	17 18.9	25 12.5	29 14.9	38 18.4	25 12.3	42 21.4
Three	1 .3	0 -	0 -	1 .8	1 .4	0 -	0 -	1 .5	0 -	1 .5	1 .5	0 -
MEAN	.46	.53	.44	.43	.38	.61	.49	.41	.40	.51	.36	.55
STANDARD DEVIATION	.78	.85	.71	.80	.75	.81	.79	.73	.73	.81	.72	.82
STANDARD ERROR	.039	.080	.056	.071	.044	.078	.085	.052	.054	.056	.050	.059

TABLE 1

Q.1/2 HOUSEHOLD SIZE AND COMPOSITION.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
ADULTS AGED 35 TO 54 YEARS:												
None	206 51.5	62 57.9	76 45.5	66 53.2	144 53.7	58 47.2	47 52.2	96 48.0	92 47.4	115 55.8	101 49.5	105 53.6
One person	80 20.0	19 17.8	34 20.4	26 21.0	56 20.9	23 18.7	15 16.7	44 22.0	32 16.5	48 23.3	41 20.1	40 20.4
Two people	111 27.8	25 23.4	55 32.9	30 24.2	67 25.0	40 32.5	28 31.1	57 28.5	67 34.5	43 20.9	60 29.4	51 26.0
Three	1 .3	0 -	1 .6	0 -	0 -	1 .8	0 -	1 .5	1 .5	0 -	1 .5	0 -
Four	2 .5	0 -	0 -	2 1.6	2 .7	0 -	0 -	2 1.0	2 1.0	0 -	2 1.0	0 -
MEAN STANDARD DEVIATION STANDARD ERROR	.78 .89 .045	.66 .84 .079	.89 .90 .071	.75 .91 .081	.73 .88 .052	.88 .91 .087	.79 .89 .095	.84 .92 .065	.91 .96 .070	.65 .80 .055	.83 .93 .064	.72 .85 .061
YOUNG ADULTS AGED 18 TO 34:												
None	147 36.8	51 47.7	57 34.1	38 30.6	94 35.1	48 39.0	37 41.1	58 29.0	76 39.2	71 34.5	55 27.0	92 46.9
One person	97 24.3	23 21.5	40 24.0	34 27.4	71 26.5	25 20.3	16 17.8	57 28.5	39 20.1	58 28.2	55 27.0	42 21.4
Two people	128 32.0	30 28.0	58 34.7	40 32.3	90 33.6	34 27.6	29 32.2	68 34.0	64 33.0	64 31.1	73 35.8	55 28.1
Three	23 5.8	1 .9	13 7.8	9 7.3	8 3.0	15 12.2	6 6.7	16 8.0	13 6.7	10 4.9	18 8.8	5 2.6
Four	3 .8	2 1.9	0 -	0 -	3 1.1	0 -	0 -	2 1.0	0 -	3 1.5	2 1.0	2 1.0
Five or more	2 .5	0 -	0 -	2 1.6	2 .7	0 -	2 2.2	0 -	2 1.0	0 -	2 1.0	0 -
MEAN STANDARD DEVIATION STANDARD ERROR	1.12 1.03 .052	.87 .96 .090	1.16 .98 .078	1.24 1.08 .096	1.12 1.02 .061	1.13 1.07 .102	1.14 1.17 .126	1.23 .98 .070	1.12 1.08 .079	1.11 .99 .068	1.34 1.06 .074	.88 .95 .069

TABLE 1

Q.1/2 HOUSEHOLD SIZE AND COMPOSITION.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TEENAGERS AGED 12 TO 17:												
None	348 87.0	99 92.5	143 85.6	104 83.9	235 87.7	106 86.2	76 84.4	173 86.5	173 89.2	175 85.0	172 84.3	176 89.8
One person	38 9.5	7 6.5	15 9.0	15 12.1	25 9.3	13 10.6	7 7.8	23 11.5	19 9.8	19 9.2	22 10.8	16 8.2
Two people	14 3.5	1 .9	8 4.8	5 4.0	9 3.4	4 3.3	8 8.9	4 2.0	3 1.5	12 5.8	11 5.4	3 1.5
MEAN	.17	.09	.19	.20	.16	.17	.25	.16	.12	.21	.21	.12
STANDARD DEVIATION	.46	.32	.51	.48	.44	.46	.59	.42	.37	.53	.52	.37
STANDARD ERROR	.023	.030	.040	.043	.026	.044	.064	.030	.027	.036	.036	.027
CHILDREN UNDER 12:												
None	298 74.5	78 72.9	126 75.4	92 74.2	192 71.6	99 80.5	62 68.9	156 78.0	150 77.3	148 71.8	144 70.6	154 78.6
One person	47 11.8	13 12.1	18 10.8	15 12.1	34 12.7	11 8.9	12 13.3	21 10.5	19 9.8	28 13.6	28 13.7	19 9.7
Two people	43 10.8	12 11.2	19 11.4	13 10.5	37 13.8	7 5.7	13 14.4	17 8.5	21 10.8	23 11.2	27 13.2	16 8.2
Three	9 2.3	3 2.8	4 2.4	3 2.4	3 1.1	6 4.9	3 3.3	4 2.0	3 1.5	6 2.9	5 2.5	4 2.0
Four	2 .5	1 .9	1 .6	0 -	2 .7	0 -	0 -	1 .5	0 -	2 1.0	1 .5	1 .5
Five or more	1 .3	0 -	0 -	1 .8	1 .4	0 -	0 -	1 .5	1 .5	0 -	0 -	1 .5
MEAN	.43	.45	.42	.45	.48	.34	.52	.38	.38	.48	.49	.38
STANDARD DEVIATION	.84	.85	.81	.87	.86	.78	.85	.82	.80	.87	.84	.83
STANDARD ERROR	.042	.080	.064	.077	.051	.075	.091	.059	.059	.060	.059	.060

Q.3 NUMBER OF VACATION TRIPS TAKEN OUTSIDE OF ALBERTA IN PAST YEAR.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF VACATION TRIPS TAKEN OUTSIDE OF ALBERTA IN PAST YEAR:												
None	73 18.3	34 17.1	39 19.4	41 21.5	31 15.1	39 31.2	27 11.3	43 16.3	29 21.3	16 9.2	12 13.2	16 15.1
One trip	109 27.3	49 24.6	61 30.3	49 25.7	60 29.3	40 32.0	61 25.6	64 24.2	46 33.8	44 25.4	33 36.3	33 31.1
Two trips	97 24.3	61 30.7	37 18.4	41 21.5	56 27.3	28 22.4	58 24.4	66 25.0	31 22.8	48 27.7	28 30.8	22 20.8
Three	52 13.0	18 9.0	34 16.9	23 12.0	29 14.1	9 7.2	39 16.4	39 14.8	13 9.6	33 19.1	8 8.8	10 9.4
Four	15 3.8	10 5.0	5 2.5	4 2.1	11 5.4	1 .8	11 4.6	12 4.5	3 2.2	9 5.2	3 3.3	4 3.8
Five	19 4.8	10 5.0	9 4.5	15 7.9	4 2.0	3 2.4	16 6.7	16 6.1	3 2.2	11 6.4	1 1.1	7 6.6
Six to ten	22 5.5	9 4.5	13 6.5	12 6.3	9 4.4	1 .8	17 7.1	17 6.4	5 3.7	10 5.8	3 3.3	8 7.5
11 to 15	9 2.3	6 3.0	3 1.5	6 3.1	3 1.5	1 .8	8 3.4	5 1.9	4 2.9	3 1.7	2 2.2	4 3.8
16 or more trips	2 .5	2 1.0	0 -	1 .5	1 .5	2 1.6	0 -	1 .4	1 .7	0 -	1 1.1	1 .9
Don't know	1 .3	1 .5	0 -	0 -	1 .5	0 -	1 .4	0 -	1 .7	0 -	1 1.1	0 -
*MEAN	2.48	2.89	2.08	2.47	2.51	2.31	2.63	2.68	2.10	2.44	2.29	3.37
*STANDARD DEVIATION	4.88	6.56	2.12	3.28	6.04	7.94	2.55	5.50	3.34	2.06	3.64	8.31
*STANDARD ERROR	.244	.471	.148	.227	.443	.676	.169	.342	.281	.175	.367	.731

*Excludes "Don't know" responses.

Q.3 NUMBER OF VACATION TRIPS TAKEN OUTSIDE OF ALBERTA IN PAST YEAR.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF VACATION TRIPS TAKEN OUTSIDE OF ALBERTA IN PAST YEAR:												
None	73 18.3	28 26.2	22 13.2	22 17.7	49 18.3	23 18.7	15 16.7	28 14.0	28 14.4	45 21.8	24 11.8	49 25.0
One trip	109 27.3	29 27.1	54 32.3	27 21.8	73 27.2	30 24.4	34 37.8	46 23.0	44 22.7	65 31.6	53 26.0	57 29.1
Two trips	97 24.3	22 20.6	46 27.5	27 21.8	61 22.8	37 30.1	21 23.3	54 27.0	50 25.8	48 23.3	62 30.4	36 18.4
Three	52 13.0	13 12.1	20 12.0	19 15.3	37 13.8	15 12.2	7 7.8	32 16.0	27 13.9	25 12.1	26 12.7	26 13.3
Four	15 3.8	4 3.7	6 3.6	5 4.0	9 3.4	6 4.9	2 2.2	10 5.0	14 7.2	2 1.0	7 3.4	8 4.1
Five	19 4.8	4 3.7	4 2.4	11 8.9	16 6.0	3 2.4	4 4.4	11 5.5	12 6.2	6 2.9	12 5.9	7 3.6
Six to ten	22 5.5	6 5.6	8 4.8	8 6.5	16 6.0	6 4.9	4 4.4	12 6.0	11 5.7	11 5.3	12 5.9	10 5.1
11 to 15	9 2.3	0 -	6 3.6	3 2.4	5 1.9	4 3.3	3 3.3	6 3.0	8 4.1	1 .5	6 2.9	3 1.5
16 or more trips	2 .5	1 .9	0 -	1 .8	1 .4	0 -	0 -	1 .5	1 .5	1 .5	2 1.0	0 -
Don't know	1 .3	0 -	1 .6	0 -	1 .4	0 -	1 1.1	0 -	0 -	1 .5	1 .5	0 -
*MEAN	2.48	2.58	2.23	2.74	2.31	2.20	2.12	2.61	2.75	2.23	3.02	1.92
*STANDARD DEVIATION	4.88	8.10	2.42	3.49	2.79	2.46	2.71	3.02	3.28	6.01	6.46	2.14
*STANDARD ERROR	.244	.762	.193	.309	.166	.234	.292	.215	.240	.413	.450	.154

*Excludes "Don't know" responses.

TABLE 3

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.4 NUMBER OF VACATION TRIPS MADE TO LOCATIONS IN ALBERTA IN PAST YEAR.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF VACATION TRIPS MADE TO LOCATIONS IN ALBERTA IN PAST YEAR:												
None	107 26.8	47 23.6	60 29.9	41 21.5	64 31.2	38 30.4	58 24.4	73 27.7	34 25.0	38 22.0	15 16.5	24 22.6
One trip	58 14.5	24 12.1	34 16.9	27 14.1	31 15.1	14 11.2	36 15.1	39 14.8	19 14.0	29 16.8	15 16.5	14 13.2
Two trips	63 15.8	34 17.1	30 14.9	35 18.3	28 13.7	22 17.6	37 15.5	41 15.5	22 16.2	26 15.0	16 17.6	21 19.8
Three	46 11.5	28 14.1	18 9.0	17 8.9	28 13.7	13 10.4	30 12.6	31 11.7	15 11.0	20 11.6	11 12.1	15 14.2
Four	33 8.3	19 9.5	14 7.0	13 6.8	20 9.8	11 8.8	17 7.1	22 8.3	10 7.4	15 8.7	10 11.0	8 7.5
Five	13 3.3	9 4.5	5 2.5	9 4.7	4 2.0	5 4.0	6 2.5	10 3.8	3 2.2	7 4.0	1 1.1	4 3.8
Six to ten	42 10.5	20 10.1	21 10.4	27 14.1	15 7.3	12 9.6	28 11.8	23 8.7	18 13.2	18 10.4	11 12.1	12 11.3
11 to 15	23 5.8	10 5.0	13 6.5	12 6.3	10 4.9	7 5.6	15 6.3	17 6.4	6 4.4	13 7.5	5 5.5	5 4.7
16 or more trips	13 3.3	9 4.5	5 2.5	9 4.7	5 2.4	2 1.6	11 4.6	6 2.3	7 5.1	5 2.9	5 5.5	4 3.8
Don't know	2 .5	0 -	2 1.0	2 1.0	0 -	2 1.6	0 -	2 .8	0 -	2 1.2	0 -	0 -
*MEAN	3.85	4.12	3.58	4.65	3.12	3.41	4.33	3.46	4.60	3.81	5.13	3.88
*STANDARD DEVIATION	6.43	6.57	6.29	7.52	5.17	5.85	7.05	5.71	7.59	5.51	8.40	6.34
*STANDARD ERROR	.322	.470	.440	.521	.378	.500	.468	.356	.637	.469	.844	.558

*Excludes "Don't know" responses.

Q.4 NUMBER OF VACATION TRIPS MADE TO LOCATIONS IN ALBERTA IN PAST YEAR.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF VACATION TRIPS MADE TO LOCATIONS IN ALBERTA IN PAST YEAR:												
None	107 26.8	107 100.0	0 -	0 -	64 23.9	40 32.5	0 -	0 -	48 24.7	59 28.6	27 13.2	80 40.8
One trip	58 14.5	0 -	58 34.7	0 -	30 11.2	25 20.3	29 32.2	29 14.5	29 14.9	29 14.1	32 15.7	26 13.3
Two trips	63 15.8	0 -	63 37.7	0 -	41 15.3	22 17.9	28 31.1	35 17.5	27 13.9	36 17.5	28 13.7	36 18.4
Three	46 11.5	0 -	46 27.5	0 -	30 11.2	16 13.0	9 10.0	36 18.0	22 11.3	24 11.7	26 12.7	20 10.2
Four	33 8.3	0 -	0 -	33 26.6	22 8.2	8 6.5	9 10.0	24 12.0	18 9.3	15 7.3	20 9.8	13 6.6
Five	13 3.3	0 -	0 -	13 10.5	11 4.1	2 1.6	2 2.2	11 5.5	10 5.2	3 1.5	7 3.4	6 3.1
Six to ten	42 10.5	0 -	0 -	42 33.9	37 13.8	4 3.3	6 6.7	34 17.0	20 10.3	22 10.7	32 15.7	9 4.6
11 to 15	23 5.8	0 -	0 -	23 18.5	21 7.8	2 1.6	6 6.7	18 9.0	11 5.7	12 5.8	20 9.8	3 1.5
16 or more trips	13 3.3	0 -	0 -	13 10.5	10 3.7	2 1.6	2 2.2	11 5.5	10 5.2	4 1.9	12 5.9	2 1.0
Don't know	2 .5	0 -	0 -	0 -	2 .7	0 -	0 -	2 1.0	0 -	2 1.0	2 1.0	0 -
*MEAN	3.85	.00	1.93	9.76	4.30	2.87	4.13	5.77	4.43	3.31	5.51	2.13
*STANDARD DEVIATION	6.43	.00	.79	8.91	5.66	7.82	7.61	6.69	7.47	5.21	7.45	4.57
*STANDARD ERROR	.322	.000	.062	.790	.337	.746	.816	.478	.546	.358	.519	.329

*Excludes "Don't know" responses.

Q.5 HOUSEHOLD MEMBERS USUALLY TRAVELLED WITH ON VACATION TRIPS.

Base: Total respondents who have taken vacation trips in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	368	180	188	190	174	119	218	240	128	139	99	129
Base for Percentages - Weighted	372 100.0	186 100.0	186 100.0	176 100.0	191 100.0	109 100.0	228 100.0	247 100.0	125 100.0	173 100.0	91 100.0	106 100.0
HOUSEHOLD MEMBERS USUALLY TRAVELLED WITH ON VACATION TRIPS:												
Adults aged 55 or over	63 16.9	31 16.7	32 17.2	8 4.5	52 27.2	23 21.1	32 14.0	53 21.5	10 8.0	60 34.7	3 3.3	0 -
Adults aged 35 to 54 years	112 30.1	50 26.9	62 33.3	26 14.8	86 45.0	11 10.1	84 36.8	[illegible] 21.5	59 47.2	63 36.4	50 54.9	0 -
Young adults aged 18 to 34	121 32.5	64 34.4	58 31.2	98 55.7	23 12.0	34 31.2	81 35.5	60 24.3	61 48.8	69 39.9	53 58.2	0 -
Teenagers aged 12 to 17	29 7.8	14 7.5	15 8.1	12 6.8	17 8.9	7 6.4	19 8.3	0 -	29 23.2	0 -	29 31.9	0 -
Children under 12	74 19.9	34 18.3	40 21.5	42 23.9	32 16.8	14 12.8	53 23.2	0 -	74 59.2	0 -	74 81.3	0 -
None/No one else	68 18.3	39 21.0	29 15.6	46 26.1	21 11.0	22 20.2	40 17.5	57 23.1	10 8.0	0 -	0 -	68 64.2
Respondent lives alone	38 10.2	19 10.2	19 10.2	19 10.8	20 10.5	21 19.3	14 6.1	38 15.4	0 -	0 -	0 -	38 35.8

Q.5 HOUSEHOLD MEMBERS USUALLY TRAVELLED WITH ON VACATION TRIPS.

Base: Total respondents who have taken vacation trips in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	81 79 100.0	159 167 100.0	127 124 100.0	263 252 100.0	99 111 100.0	87 90 100.0	197 200 100.0	176 183 100.0	192 188 100.0	206 204 100.0	162 168 100.0
HOUSEHOLD MEMBERS USUALLY TRAVELLED WITH ON VACATION TRIPS:												
Adults aged 55 or over	63 16.9	16 20.3	28 16.8	19 15.3	39 15.5	22 19.8	23 25.6	24 12.0	20 10.9	43 22.9	27 13.2	36 21.4
Adults aged 35 to 54 years	112 30.1	22 27.8	51 30.5	40 32.3	76 30.2	34 30.6	29 32.2	61 30.5	60 32.8	53 28.2	60 29.4	52 31.0
Young adults aged 18 to 34	121 32.5	18 22.8	54 32.3	47 37.9	93 36.9	27 24.3	27 30.0	76 38.0	60 32.8	61 32.4	80 39.2	42 25.0
Teenagers aged 12 to 17	29 7.8	3 3.8	13 7.8	13 10.5	21 8.3	8 7.2	9 10.0	17 8.5	12 6.6	18 9.6	22 10.8	8 4.8
Children under 12	74 19.9	13 16.5	36 21.6	25 20.2	59 23.4	14 12.6	25 27.8	35 17.5	34 18.6	40 21.3	49 24.0	25 14.9
None/No one else	68 18.3	11 13.9	36 21.6	21 16.9	42 16.7	24 21.6	11 12.2	44 22.0	40 21.9	28 14.9	39 19.1	28 16.7
Respondent lives alone	38 10.2	13 16.5	14 8.4	12 9.7	25 9.9	13 11.7	6 6.7	19 9.5	17 9.3	21 11.2	17 8.3	21 12.5

TABLE 5

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	180 186 100.0	188 186 100.0	190 176 100.0	174 191 100.0	119 109 100.0	218 228 100.0	240 247 100.0	128 125 100.0	139 173 100.0	99 91 100.0	129 106 100.0
GOLFING:												
Household members participated	123 33.1	75 40.3	49 26.3	58 33.0	65 34.0	22 20.2	91 39.9	84 34.0	39 31.2	67 38.7	29 31.9	27 25.5
Respondent participated	101 27.2	75 40.3	26 14.0	48 27.3	52 27.2	16 14.7	77 33.8	73 29.6	28 22.4	54 31.2	19 20.9	27 25.5
Other household members	65 17.5	27 14.5	38 20.4	27 15.3	38 19.9	9 8.3	51 22.4	37 15.0	28 22.4	44 25.4	21 23.1	0 -
Household members did not participate	249 66.9	111 59.7	137 73.7	119 67.6	127 66.5	87 79.8	137 60.1	163 66.0	85 68.0	106 61.3	62 68.1	79 74.5
DOWNHILL SKIING:												
Household members participated	126 33.9	61 32.8	65 34.9	85 48.3	42 22.0	30 27.5	87 38.2	79 32.0	48 38.4	51 29.5	37 40.7	39 36.8
Respondent participated	110 29.6	59 31.7	51 27.4	73 41.5	37 19.4	25 22.9	77 33.8	74 30.0	36 28.8	44 25.4	27 29.7	39 36.8
Other household members	71 19.1	25 13.4	47 25.3	41 23.3	30 15.7	14 12.8	51 22.4	33 13.4	39 31.2	40 23.1	31 34.1	0 -
Household members did not participate	245 65.9	125 67.2	121 65.1	91 51.7	150 78.5	80 73.4	141 61.8	168 68.0	77 61.6	123 71.1	54 59.3	67 63.2
CROSS-COUNTRY SKIING:												
Household members participated	69 18.5	41 22.0	29 15.6	29 16.5	41 21.5	16 14.7	45 19.7	53 21.5	17 13.6	47 27.2	11 12.1	11 10.4
Respondent participated	63 16.9	37 19.9	26 14.0	27 15.3	36 18.8	15 13.8	41 18.0	46 18.6	17 13.6	40 23.1	11 12.1	11 10.4
Other household members	53 14.2	31 16.7	22 11.8	18 10.2	35 18.3	11 10.1	34 14.9	38 15.4	14 11.2	42 24.3	11 12.1	0 -
Household members did not participate	302 81.2	145 78.0	157 84.4	147 83.5	151 79.1	94 86.2	183 80.3	195 78.9	108 86.4	127 73.4	80 87.9	95 89.6
CAMPING:												
Household members participated	193 51.9	104 55.9	89 47.8	110 62.5	80 41.9	56 51.4	117 51.3	118 47.8	75 60.0	78 45.1	60 65.9	54 50.9
Respondent participated	188 50.5	103 55.4	85 45.7	110 62.5	77 40.3	55 50.5	115 50.4	115 46.6	73 58.4	76 43.9	57 62.6	54 50.9
Other household members	134 36.0	66 35.5	67 36.0	65 36.9	66 34.6	34 31.2	82 36.0	68 27.5	66 52.8	75 43.4	59 64.8	0 -
Household members did not participate	179 48.1	82 44.1	97 52.2	66 37.5	112 58.6	54 49.5	111 48.7	129 52.2	49 39.2	96 55.5	31 34.1	52 49.1

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	180 186 100.0	188 186 100.0	190 176 100.0	174 191 100.0	119 109 100.0	218 228 100.0	240 247 100.0	128 125 100.0	139 173 100.0	99 91 100.0	129 106 100.0
HIKING OR BACKPACKING:												
Household members participated	174 46.8	92 49.5	82 44.1	98 55.7	76 39.8	51 46.8	112 49.1	121 49.0	54 43.2	74 42.8	44 48.4	56 52.8
Respondent participated	169 45.4	90 48.4	79 42.5	95 54.0	73 38.2	50 45.9	108 47.4	118 47.8	51 40.8	71 41.0	42 46.2	56 52.8
Other household members	113 30.4	57 30.6	56 30.1	53 30.1	60 31.4	28 25.7	78 34.2	68 27.5	45 36.0	70 40.5	42 46.2	0 -
Household members did not participate	197 53.0	94 50.5	104 55.9	79 44.9	116 60.7	59 54.1	116 50.9	126 51.0	71 56.8	100 57.8	47 51.6	50 47.2
SWIMMING:												
Household members participated	222 59.7	105 56.5	117 62.9	121 68.8	99 51.8	59 54.1	143 62.7	128 51.8	94 75.2	89 51.4	74 81.3	58 54.7
Respondent participated	211 56.7	97 52.2	114 61.3	118 67.0	91 47.6	56 51.4	138 60.5	124 50.2	87 69.6	84 48.6	68 74.7	58 54.7
Other household members	151 40.6	71 38.2	80 43.0	68 38.6	81 42.4	34 31.2	104 45.6	68 27.5	83 66.4	80 46.2	72 79.1	0 -
Household members did not participate	149 40.1	81 43.5	69 37.1	55 31.3	92 48.2	50 45.9	85 37.3	119 48.2	30 24.0	84 48.6	17 18.7	47 44.3
BOATING, CANOEING OR OTHER WATER SPORTS:												
Household members participated	159 42.7	83 44.6	77 41.4	92 52.3	66 34.6	41 37.6	102 44.7	102 41.3	58 46.4	65 37.6	41 45.1	53 50.0
Respondent participated	155 41.7	82 44.1	73 39.2	90 51.1	63 33.0	40 36.7	99 43.4	100 40.5	54 43.2	63 36.4	39 42.9	53 50.0
Other household members	98 26.3	47 25.3	51 27.4	50 28.4	47 24.6	22 20.2	63 27.6	50 20.2	48 38.4	59 34.1	39 42.9	0 -
Household members did not participate	210 56.5	101 54.3	109 58.6	84 47.7	123 64.4	66 60.6	126 55.3	143 57.9	67 53.6	106 61.3	50 54.9	53 50.0
Don't know	2 .5	2 1.1	0 -	0 -	2 1.0	2 1.8	0 -	2 .8	0 -	2 1.2	0 -	0 -

TABLE 5

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	180 186 100.0	188 186 100.0	190 176 100.0	174 191 100.0	119 109 100.0	218 228 100.0	240 247 100.0	128 125 100.0	139 173 100.0	99 91 100.0	129 106 100.0
SPORTFISHING:												
Household members participated	115 30.9	65 34.9	49 26.3	52 29.5	61 31.9	29 26.6	73 32.0	74 30.0	40 32.0	55 31.8	33 36.3	26 24.5
Respondent participated	97 26.1	67 36.0	30 16.1	45 25.6	50 26.2	25 22.9	64 28.1	66 26.7	31 24.8	44 25.4	26 28.6	26 24.5
Other household members	69 18.5	29 15.6	40 21.5	30 17.0	38 19.9	18 16.5	40 17.5	38 15.4	30 24.0	43 24.9	26 28.6	0 -
Household members did not participate	257 69.1	121 65.1	136 73.1	124 70.5	131 68.6	80 73.4	155 68.0	173 70.0	84 67.2	119 68.8	58 63.7	81 76.4
MOUNTAIN BIKING:												
Household members participated	57 15.3	28 15.1	28 15.1	35 19.9	22 11.5	14 12.8	38 16.7	30 12.1	26 20.8	17 9.8	21 23.1	19 17.9
Respondent participated	50 13.4	28 15.1	22 11.8	33 18.8	17 8.9	9 8.3	38 16.7	26 10.5	24 19.2	12 6.9	19 20.9	19 17.9
Other household members	34 9.1	14 7.5	20 10.8	15 8.5	19 9.9	6 5.5	24 10.5	13 5.3	20 16.0	16 9.2	17 18.7	0 -
Household members did not participate	315 84.7	158 84.9	157 84.4	141 80.1	170 89.0	96 88.1	190 83.3	217 87.9	98 78.4	156 90.2	70 76.9	87 82.1
CYCLING:												
Household members participated	100 26.9	50 26.9	50 26.9	49 27.8	51 26.7	24 22.0	64 28.1	51 20.6	49 39.2	33 19.1	43 47.3	24 22.6
Respondent participated	90 24.2	48 25.8	42 22.6	47 26.7	43 22.5	19 17.4	62 27.2	49 19.8	40 32.0	32 18.5	34 37.4	24 22.6
Other household members	72 19.4	32 17.2	40 21.5	27 15.3	44 23.0	15 13.8	47 20.6	31 12.6	41 32.8	32 18.5	40 44.0	0 -
Household members did not participate	272 73.1	136 73.1	136 73.1	127 72.2	141 73.8	86 78.9	164 71.9	197 79.8	75 60.0	140 80.9	48 52.7	82 77.4
TENNIS:												
Household members participated	58 15.6	33 17.7	25 13.4	40 22.7	16 8.4	13 11.9	39 17.1	38 15.4	20 16.0	23 13.3	14 15.4	21 19.8
Respondent participated	52 14.0	33 17.7	20 10.8	38 21.6	13 6.8	11 10.1	37 16.2	33 13.4	19 15.2	19 11.0	13 14.3	21 19.8
Other household members	33 8.9	15 8.1	18 9.7	17 9.7	15 7.9	7 6.4	22 9.6	16 6.5	17 13.6	21 12.1	12 13.2	0 -
Household members did not participate	314 84.4	153 82.3	161 86.6	136 77.3	175 91.6	96 88.1	189 82.9	209 84.6	105 84.0	150 86.7	77 84.6	86 81.1

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	180 186 100.0	188 186 100.0	190 176 100.0	174 191 100.0	119 109 100.0	218 228 100.0	240 247 100.0	128 125 100.0	139 173 100.0	99 91 100.0	129 106 100.0
PROGRAMMED OUTDOOR ACTIVITIES:												
Household members participated	63 16.9	32 17.2	32 17.2	29 16.5	35 18.3	20 18.3	43 18.9	34 13.8	29 23.2	31 17.9	19 20.9	14 13.2
Respondent participated	62 16.7	31 16.7	30 16.1	28 15.9	34 17.8	20 18.3	42 18.4	36 14.6	26 20.8	32 18.5	16 17.6	14 13.2
Other household members	39 10.5	15 8.1	24 12.9	14 8.0	24 12.6	9 8.3	29 12.7	16 6.5	22 17.6	24 13.9	14 15.4	0 -
Household members did not participate	305 82.0	154 82.8	152 81.7	147 83.5	154 80.6	89 81.7	183 80.3	211 85.4	95 76.0	141 81.5	71 78.0	92 86.8
Don't know	3 .8	1 .5	2 1.1	0 -	2 1.0	0 -	2 .9	2 .8	1 .8	1 .6	1 1.1	0 -
HORSEBACK RIDING:												
Household members participated	70 18.8	34 18.3	35 18.8	38 21.6	29 15.2	21 19.3	40 17.5	46 18.6	24 19.2	34 15.7	17 18.7	18 17.0
Respondent participated	61 16.4	31 16.7	30 16.1	34 19.3	24 12.6	19 17.4	36 15.8	42 17.0	20 16.0	30 17.3	13 14.3	18 17.0
Other household members	36 9.7	15 8.1	22 11.8	19 10.8	15 7.9	7 6.4	23 10.1	20 8.1	16 12.8	23 13.3	13 14.3	0 -
Household members did not participate	302 81.2	151 81.2	150 80.6	138 78.4	163 85.3	89 81.7	188 82.5	201 81.4	101 80.8	139 80.3	74 81.3	88 83.0
HUNTING:												
Household members participated	42 11.3	26 14.0	16 8.6	25 14.2	17 8.9	13 11.9	26 11.4	24 9.7	19 15.2	17 9.8	15 16.5	11 10.4
Respondent participated	29 7.8	26 14.0	3 1.6	17 9.7	12 6.3	8 7.3	19 8.3	19 7.7	10 8.0	10 5.8	8 8.8	11 10.4
Other household members	17 4.6	4 2.2	13 7.0	8 4.5	8 4.2	5 4.6	8 3.5	6 2.4	11 8.8	8 4.6	8 8.8	0 -
Household members did not participate	329 88.4	160 86.0	169 90.9	151 85.8	174 91.1	97 89.0	203 89.0	223 90.3	106 84.8	157 90.8	76 83.5	95 89.6

TABLE 5

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	180 186 100.0	188 186 100.0	190 176 100.0	174 191 100.0	119 109 100.0	218 228 100.0	240 247 100.0	128 125 100.0	139 173 100.0	99 91 100.0	129 106 100.0
WILDLIFE VIEWING:												
Household members participated	197 53.0	99 53.2	99 53.2	89 50.6	106 55.5	61 56.0	119 52.2	134 54.3	64 51.2	95 54.9	51 56.0	51 48.1
Respondent participated	196 52.7	99 53.2	97 52.2	87 49.4	106 55.5	59 54.1	119 52.2	134 54.3	62 49.6	95 54.9	50 54.9	51 48.1
Other household members	140 37.6	64 34.4	76 40.9	54 30.7	85 44.5	39 35.8	89 39.0	81 32.8	59 47.2	89 51.4	51 56.0	0 -
Household members did not participate	175 47.0	87 46.8	87 46.8	87 49.4	86 45.0	49 45.0	109 47.8	114 46.2	61 48.8	78 45.1	40 44.0	55 51.9
VISITING INTERPRETIVE CENTRES OR EXHIBITS:												
Household members participated	237 63.7	114 61.3	122 65.6	101 57.4	134 70.2	70 64.2	151 66.2	153 61.9	84 67.2	118 68.2	62 68.1	57 53.8
Respondent participated	233 62.6	112 60.2	121 65.1	99 56.3	131 68.6	70 64.2	149 65.4	151 61.1	82 65.6	117 67.6	60 65.9	57 53.8
Other household members	176 47.3	83 44.6	93 50.0	63 35.8	110 57.6	45 41.3	118 51.8	102 41.3	74 59.2	114 65.9	62 68.1	0 -
Household members did not participate	134 36.0	71 38.2	63 33.9	75 42.6	58 30.4	40 36.7	77 33.8	94 38.1	41 32.8	55 31.8	29 31.9	49 46.2
Don't know	1 .3	1 .5	0 -	1 .6	0 -	0 -	1 .4	1 .4	0 -	0 -	0 -	1 .9
SHOPPING:												
Household members participated	297 79.8	143 76.9	155 83.3	143 81.3	150 78.5	85 78.0	184 80.7	198 80.2	100 80.0	143 82.7	75 82.4	79 74.5
Respondent participated	287 77.2	132 71.0	155 83.3	137 77.8	145 75.9	80 73.4	178 78.1	191 77.3	96 76.8	136 78.6	71 78.0	79 74.5
Other household members	206 55.4	105 56.5	101 54.3	90 51.1	113 59.2	48 44.0	137 60.1	119 48.2	87 69.6	134 77.5	72 79.1	0 -
Household members did not participate	74 19.9	43 23.1	31 16.7	33 18.8	41 21.5	25 22.9	44 19.3	49 19.8	25 20.0	31 17.9	16 17.6	27 25.5

TABLE 5

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	180 186 100.0	188 186 100.0	190 176 100.0	174 191 100.0	119 109 100.0	218 228 100.0	240 247 100.0	128 125 100.0	139 173 100.0	99 91 100.0	129 106 100.0
DINING IN RESTAURANTS:												
Household members participated	343 92.2	169 90.9	174 93.5	161 91.5	178 93.2	98 89.9	213 93.4	233 94.3	110 88.0	161 93.1	80 87.9	102 96.2
Respondent participated	341 91.7	169 90.9	173 93.0	160 90.9	177 92.7	98 89.9	211 92.5	232 93.9	109 87.2	160 92.5	79 86.8	102 96.2
Other household members	235 63.2	113 60.8	123 66.1	98 55.7	134 70.2	53 48.6	158 69.3	135 54.7	100 80.0	157 90.8	79 86.8	0 -
Household members did not participate	29 7.8	17 9.1	12 6.5	15 8.5	14 7.3	12 11.0	15 6.6	14 5.7	14 11.2	13 7.5	11 12.1	4 3.8
SKATING:												
Household members participated	70 18.8	35 18.8	36 19.4	41 23.3	29 15.2	15 13.8	49 21.5	36 14.6	34 27.2	18 10.4	32 35.2	21 19.8
Respondent participated	60 16.1	31 16.7	29 15.6	36 20.5	23 12.0	11 10.1	43 18.9	35 14.2	24 19.2	16 9.2	23 25.3	21 19.8
Other household members	47 12.6	19 10.2	28 15.1	22 12.5	24 12.6	10 9.2	32 14.0	14 5.7	33 26.4	15 8.7	32 35.2	0 -
Household members did not participate	302 81.2	151 81.2	150 80.6	135 76.7	163 85.3	94 86.2	179 78.5	211 85.4	91 72.8	156 90.2	59 64.8	86 81.1
GUIDED SIGHTSEEING BY BUS OR MINI-BUS:												
Household members participated	56 15.1	21 11.3	35 18.8	21 11.9	34 17.8	17 15.6	35 15.4	41 16.6	15 12.0	36 20.8	7 7.7	13 12.3
Respondent participated	55 14.8	19 10.2	35 18.8	21 11.9	33 17.3	17 15.6	34 14.9	40 16.2	15 12.0	35 20.2	7 7.7	13 12.3
Other household members	39 10.5	18 9.7	21 11.3	12 6.8	26 13.6	10 9.2	28 12.3	28 11.3	11 8.8	35 20.2	5 5.5	0 -
Household members did not participate	315 84.7	165 88.7	150 80.6	155 88.1	157 82.2	92 84.4	193 84.6	206 83.4	110 88.0	138 79.8	84 92.3	93 87.7

TABLE 5

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	368	81	159	127	263	99	87	197	176	192	206	162
Base for Percentages - Weighted	372 100.0	79 100.0	167 100.0	124 100.0	252 100.0	111 100.0	90 100.0	200 100.0	183 100.0	188 100.0	204 100.0	168 100.0
GOLFING:												
Household members participated	123 33.1	25 31.6	49 29.3	49 39.5	87 34.5	33 29.7	33 36.7	65 32.5	110 60.1	13 6.9	72 35.3	51 30.4
Respondent participated	101 27.2	21 26.6	42 25.1	38 30.6	69 27.4	28 25.2	27 30.0	53 26.5	101 55.2	0 -	56 27.5	45 26.8
Other household members	65 17.5	14 17.7	24 14.4	27 21.8	44 17.5	20 18.0	16 17.8	35 17.5	52 28.4	13 6.9	39 19.1	26 15.5
Household members did not participate	249 66.9	54 68.4	118 70.7	75 60.5	165 65.5	78 70.3	57 63.3	136 68.0	74 40.4	175 93.1	132 64.7	117 69.6
DOWNHILL SKIING:												
Household members participated	126 33.9	19 24.1	54 32.3	52 41.9	92 36.5	32 28.8	20 22.2	87 43.5	74 40.4	52 27.7	86 42.2	41 24.4
Respondent participated	110 29.6	15 19.0	49 29.3	46 37.1	80 31.7	29 26.1	18 20.0	77 38.5	67 36.6	43 22.9	74 36.3	35 20.8
Other household members	71 19.1	10 12.7	23 13.8	37 29.8	53 21.0	16 14.4	14 15.6	47 23.5	38 20.8	33 17.6	48 23.5	23 13.7
Household members did not participate	245 65.9	60 75.9	114 68.3	72 58.1	160 63.5	79 71.2	70 77.8	114 57.0	109 59.6	136 72.3	118 57.8	127 75.6
CROSS-COUNTRY SKIING:												
Household members participated	69 18.5	7 8.9	29 17.4	33 26.6	52 20.6	17 15.3	8 8.9	54 27.0	39 21.3	30 16.0	41 20.1	28 16.7
Respondent participated	63 16.9	5 6.3	27 16.2	30 24.2	46 18.3	16 14.4	8 8.9	49 24.5	35 19.1	28 14.9	38 18.6	25 14.9
Other household members	53 14.2	7 8.9	21 12.6	26 21.0	38 15.1	14 12.6	6 6.7	40 20.0	28 15.3	24 12.8	30 14.7	23 13.7
Household members did not participate	302 81.2	71 89.9	135 83.2	91 73.4	200 79.4	95 85.6	82 91.1	147 73.5	144 78.7	158 84.0	162 79.4	140 83.3
CAMPING:												
Household members participated	193 51.9	26 32.9	83 49.7	83 66.9	146 57.9	42 37.8	51 56.7	116 58.0	93 50.8	100 53.2	193 94.6	0 -
Respondent participated	188 50.5	25 31.6	80 47.9	82 66.1	143 56.7	40 36.0	51 56.7	112 56.0	91 49.7	98 52.1	188 92.2	0 -
Other household members	134 36.0	19 24.1	54 32.3	58 46.8	102 40.5	28 25.2	40 44.4	75 37.5	59 32.2	74 39.4	134 65.7	0 -
Household members did not participate	179 48.1	53 67.1	85 50.9	41 33.1	107 42.5	69 62.2	39 43.3	84 42.0	90 49.2	88 46.8	11 5.4	168 100.0

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	81 79 100.0	159 167 100.0	127 124 100.0	263 252 100.0	99 111 100.0	87 90 100.0	197 200 100.0	176 183 100.0	192 188 100.0	206 204 100.0	162 168 100.0
HIKING OR BACKPACKING:												
Household members participated	174 46.8	24 30.4	78 46.7	73 58.9	128 50.8	45 40.5	41 45.6	109 54.5	91 49.7	83 44.1	127 62.3	47 28.0
Respondent participated	169 45.4	24 30.4	77 46.1	68 54.8	124 49.2	44 39.6	41 45.6	104 52.0	89 48.6	81 43.1	124 60.8	46 27.4
Other household members	113 30.4	14 17.7	49 29.3	50 40.3	82 32.5	30 27.0	30 33.3	69 34.5	57 31.1	56 29.8	80 39.2	32 19.0
Household members did not participate	197 53.0	55 69.6	90 53.9	51 41.1	124 49.2	67 60.4	49 54.4	92 46.0	92 50.3	105 55.9	76 37.3	121 72.0
SWIMMING:												
Household members participated	222 59.7	40 50.6	101 60.5	79 63.7	162 64.3	55 49.5	54 60.0	128 64.0	117 63.9	104 55.3	132 64.7	90 53.6
Respondent participated	211 56.7	38 48.1	95 56.9	77 62.1	156 61.9	50 45.0	50 55.6	123 61.5	112 61.2	100 53.2	127 62.3	84 50.0
Other household members	151 40.6	25 31.6	68 40.7	56 45.2	111 44.0	37 33.3	43 47.8	83 41.5	77 42.1	74 39.4	89 43.6	62 36.9
Household members did not participate	149 40.1	38 48.1	66 39.5	45 36.3	90 35.7	57 51.4	37 41.1	72 36.0	66 36.1	84 44.7	71 34.8	78 46.4
BOATING, CANOEING OR OTHER WATER SPORTS:												
Household members participated	159 42.7	30 38.0	67 40.1	62 50.0	109 43.3	45 40.5	38 42.2	91 45.5	83 45.4	76 40.4	109 53.4	51 30.4
Respondent participated	155 41.7	29 36.7	66 39.5	59 47.6	106 42.1	44 39.6	37 41.1	88 44.0	80 43.7	74 39.4	106 52.0	49 29.2
Other household members	98 26.3	19 24.1	38 22.8	40 32.3	66 26.2	29 26.1	26 28.9	52 26.0	50 27.3	48 25.5	64 31.4	34 20.2
Household members did not participate	210 56.5	46 58.2	100 59.9	62 50.0	140 55.6	67 60.4	52 57.8	110 55.0	100 54.6	110 58.5	92 45.1	117 69.6
Don't know	2 .5	2 2.5	0 -	0 -	2 .8	0 -	0 -	0 -	0 -	2 1.1	2 1.0	0 -

TABLE 5

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	81 79 100.0	159 167 100.0	127 124 100.0	263 252 100.0	99 111 100.0	87 90 100.0	197 200 100.0	176 183 100.0	192 188 100.0	206 204 100.0	162 168 100.0
SPORTFISHING:												
Household members participated	115 30.9	21 26.6	50 29.9	44 35.5	78 31.0	34 30.6	25 27.8	69 34.5	63 34.4	52 27.7	91 44.6	24 14.3
Respondent participated	97 26.1	16 20.3	45 26.9	36 29.0	63 25.0	31 27.9	21 23.3	60 30.0	55 30.1	42 22.3	75 36.8	21 12.5
Other household members	69 18.5	13 16.5	28 16.8	28 22.6	52 20.6	17 15.3	14 15.6	42 21.0	35 19.1	34 18.1	60 29.4	9 5.4
Household members did not participate	257 69.1	58 73.4	117 70.1	81 65.3	174 69.0	77 69.4	66 73.3	132 66.0	121 66.1	136 72.3	113 55.4	144 85.7
MOUNTAIN BIKING:												
Household members participated	57 15.3	6 7.6	22 13.2	28 22.6	45 17.9	11 9.9	9 10.0	41 20.5	32 17.5	25 13.3	43 21.1	14 8.3
Respondent participated	50 13.4	6 7.6	19 11.4	25 20.2	38 15.1	11 9.9	7 7.8	36 18.0	30 16.4	20 10.6	38 18.6	12 7.1
Other household members	34 9.1	3 3.8	10 6.0	21 16.9	27 10.7	6 5.4	5 5.6	26 13.0	17 9.3	17 9.0	27 13.2	7 4.2
Household members did not participate	315 84.7	72 91.1	145 86.8	96 77.4	208 82.5	100 90.1	81 90.0	159 79.5	152 83.1	163 86.7	161 78.9	154 91.7
CYCLING:												
Household members participated	100 26.9	9 11.4	44 26.3	46 37.1	79 31.3	20 18.0	27 30.0	64 32.0	56 30.6	44 23.4	74 36.3	26 15.5
Respondent participated	90 24.2	9 11.4	40 24.0	40 32.3	70 27.8	19 17.1	24 26.7	57 28.5	53 29.0	37 19.7	67 32.8	23 13.7
Other household members	72 19.4	6 7.6	28 16.8	37 29.8	55 21.8	16 14.4	20 22.2	46 23.0	39 21.3	33 17.6	53 26.0	18 10.7
Household members did not participate	272 73.1	70 88.6	124 74.3	78 62.9	173 68.7	91 82.0	63 70.0	137 68.5	127 69.4	144 76.6	130 63.7	142 84.5
TENNIS:												
Household members participated	58 15.6	7 8.9	35 21.0	14 11.3	50 19.8	8 7.2	11 12.2	39 19.5	38 20.8	20 10.6	38 18.6	20 11.9
Respondent participated	52 14.0	7 8.9	32 19.2	13 10.5	46 18.3	7 6.3	9 10.0	36 18.0	37 20.2	15 8.0	34 16.7	19 11.3
Other household members	33 8.9	5 6.3	18 10.8	9 7.3	28 11.1	5 4.5	8 8.9	20 10.0	19 10.4	14 7.4	20 9.8	13 7.7
Household members did not participate	314 84.4	72 91.1	133 79.6	110 88.7	202 80.2	104 93.7	79 87.8	161 80.5	145 79.2	169 89.9	165 80.9	148 88.1

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	368	81	159	127	263	99	87	197	176	192	206	162
Base for Percentages - Weighted	372 100.0	79 100.0	167 100.0	124 100.0	252 100.0	111 100.0	90 100.0	200 100.0	183 100.0	188 100.0	204 100.0	168 100.0
PROGRAMMED OUTDOOR ACTIVITIES:												
Household members participated	63 16.9	15 19.0	25 15.0	23 18.5	47 18.7	17 15.3	13 14.4	35 17.5	34 18.6	29 15.4	38 18.6	26 15.5
Respondent participated	62 16.7	15 19.0	26 15.6	21 16.9	44 17.5	18 16.2	13 14.4	34 17.0	34 18.6	28 14.9	36 17.6	26 15.5
Other household members	39 10.5	10 12.7	14 8.4	14 11.3	26 10.3	13 11.7	6 6.7	22 11.0	20 10.9	18 9.6	24 11.8	14 8.3
Household members did not participate	305 82.0	62 78.5	141 84.4	101 81.5	203 80.6	94 84.7	77 85.6	164 82.0	148 80.9	158 84.0	165 80.9	141 83.9
Don't know	3 .8	1 1.3	1 .6	0 -	2 .8	0 -	0 -	1 .5	1 .5	1 .5	1 .5	2 1.2
HORSEBACK RIDING:												
Household members participated	70 18.8	12 15.2	28 16.8	27 21.8	54 21.4	15 13.5	17 18.9	41 20.5	33 18.0	37 19.7	47 23.0	22 13.1
Respondent participated	61 16.4	11 13.9	27 16.2	22 17.7	47 18.7	13 11.7	15 16.7	35 17.5	30 16.4	31 16.5	40 19.6	21 12.5
Other household members	36 9.7	6 7.6	11 6.6	17 13.7	30 11.9	6 5.4	10 11.1	20 10.0	12 6.6	24 12.8	24 11.8	12 7.1
Household members did not participate	302 81.2	66 83.5	139 83.2	97 78.2	198 78.6	97 87.4	74 82.2	160 80.0	151 82.5	151 80.3	156 76.5	146 86.9
HUNTING:												
Household members participated	42 11.3	2 2.5	21 12.6	19 15.3	30 11.9	12 10.8	13 14.4	27 13.5	27 14.8	16 8.5	34 16.7	8 4.8
Respondent participated	29 7.8	1 1.3	13 7.8	14 11.3	20 7.9	9 8.1	10 11.1	18 9.0	20 10.9	9 4.8	25 12.3	4 2.4
Other household members	17 4.6	1 1.3	8 4.8	8 6.5	14 5.6	3 2.7	4 4.4	12 6.0	8 4.4	9 4.8	11 5.4	6 3.6
Household members did not participate	329 88.4	76 96.2	147 88.0	105 84.7	222 88.1	99 89.2	77 85.6	174 87.0	157 85.8	173 92.0	169 82.8	160 95.2

TABLE 5

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	81 79 100.0	159 167 100.0	127 124 100.0	263 252 100.0	99 111 100.0	87 90 100.0	197 200 100.0	176 183 100.0	192 188 100.0	206 204 100.0	162 168 100.0
WILDLIFE VIEWING:												
Household members participated	197 53.0	26 32.9	86 51.5	86 69.4	143 56.7	47 42.3	47 52.2	124 62.0	94 51.4	103 54.8	126 61.8	71 42.3
Respondent participated	196 52.7	26 32.9	86 51.5	84 67.7	143 56.7	46 41.4	46 51.1	124 62.0	93 50.8	103 54.8	126 61.8	70 41.7
Other household members	140 37.6	18 22.8	60 35.9	62 50.0	103 40.9	31 27.9	36 40.0	86 43.0	63 34.4	77 41.0	89 43.6	51 30.4
Household members did not participate	175 47.0	53 67.1	81 48.5	38 30.6	109 43.3	65 58.6	43 47.8	76 38.0	89 48.6	85 45.2	77 37.7	97 57.7
VISITING INTERPRETIVE CENTRES OR EXHIBITS:												
Household members participated	237 63.7	42 53.2	107 64.1	87 70.2	169 67.1	62 55.9	59 65.6	135 67.5	126 68.9	111 59.0	135 66.2	102 60.7
Respondent participated	233 62.6	42 53.2	107 64.1	83 66.9	167 66.3	60 54.1	59 65.6	132 66.0	122 66.7	111 59.0	131 64.2	102 60.7
Other household members	176 47.3	29 36.7	80 47.9	66 53.2	122 48.4	49 44.1	48 53.3	98 49.0	91 49.7	85 45.2	101 49.5	75 44.6
Household members did not participate	134 36.0	37 46.8	60 35.9	36 29.0	83 32.9	48 43.2	32 35.6	64 32.0	57 31.1	77 41.0	68 33.3	66 39.3
Don't know	1 .3	0 -	0 -	1 .8	0 -	1 .9	0 -	1 .5	0 -	1 .5	1 .5	0 -
SHOPPING:												
Household members participated	297 79.8	72 91.1	134 80.2	92 74.2	204 81.0	89 80.2	72 80.0	151 75.5	140 76.5	158 84.0	155 76.0	142 84.5
Respondent participated	287 77.2	69 87.3	132 79.0	86 69.4	200 79.4	84 75.7	68 75.6	148 74.0	131 71.6	155 82.4	149 73.0	137 81.5
Other household members	206 55.4	49 62.0	89 53.3	69 55.6	145 57.5	58 52.3	60 66.7	98 49.0	97 53.0	109 58.0	111 54.4	95 56.5
Household members did not participate	74 19.9	7 8.9	34 20.4	32 25.8	48 19.0	22 19.8	18 20.0	49 24.5	44 24.0	31 16.5	48 23.5	26 15.5

Q.6A/B ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	368 372 100.0	81 79 100.0	159 167 100.0	127 124 100.0	263 252 100.0	99 111 100.0	87 90 100.0	197 200 100.0	176 183 100.0	192 188 100.0	206 204 100.0	162 168 100.0
DINING IN RESTAURANTS:												
Household members participated	343 92.2	76 96.2	154 92.2	111 89.5	235 93.3	102 91.9	87 96.7	179 89.5	169 92.3	174 92.6	179 87.7	164 97.6
Respondent participated	341 91.7	75 94.9	154 92.2	110 88.7	234 92.9	102 91.9	87 96.7	178 89.0	169 92.3	173 92.0	178 87.3	163 97.0
Other household members	235 63.2	50 63.3	103 61.7	80 64.5	166 65.9	65 58.6	68 75.6	117 58.5	113 61.7	122 64.9	123 60.3	113 67.3
Household members did not participate	29 7.8	2 2.5	13 7.8	13 10.5	17 6.7	9 8.1	4 4.4	21 10.5	14 7.7	15 8.0	24 11.8	4 2.4
SKATING:												
Household members participated	70 18.8	8 10.1	33 19.8	28 22.6	56 22.2	12 10.8	12 13.3	51 25.5	44 24.0	26 13.8	47 23.0	23 13.7
Respondent participated	60 16.1	5 6.3	27 16.2	26 21.0	48 19.0	10 9.0	10 11.1	45 22.5	42 23.0	17 9.0	41 20.1	19 11.3
Other household members	47 12.6	4 5.1	18 10.8	23 18.5	36 14.3	9 8.1	9 10.0	34 17.0	26 14.2	20 10.6	29 14.2	18 10.7
Household members did not participate	302 81.2	71 89.9	135 80.8	96 77.4	196 77.8	99 89.2	79 87.8	150 75.0	139 76.0	162 86.2	157 77.0	145 86.3
GUIDED SIGHTSEEING BY BUS OR MINI-BUS:												
Household members participated	56 15.1	22 27.8	20 12.0	12 9.7	40 15.9	17 15.3	10 11.1	24 12.0	26 14.2	30 16.0	24 11.8	32 19.0
Respondent participated	55 14.8	21 26.6	20 12.0	12 9.7	40 15.9	15 13.5	10 11.1	24 12.0	25 13.7	30 16.0	24 11.8	31 18.5
Other household members	39 10.5	14 17.7	15 9.0	9 7.3	27 10.7	12 10.8	8 8.9	17 8.5	19 10.4	21 11.2	18 8.8	21 12.5
Household members did not participate	315 84.7	56 70.9	147 88.0	112 90.3	213 84.5	95 85.6	81 90.0	176 88.0	157 85.8	158 84.0	180 88.2	136 81.0

TABLE 6

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.6A WHETHER HOUSEHOLD MEMBERS PARTICIPATED IN VARIOUS ACTIVITIES
WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips
in the past year

ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:

	TOTAL	GOLFING	DOWNHILL SKIING	CROSS-COUNTRY SKIING	CAMPING	HIKING BACK PACKING	SWIMMING	BOATING CANOEING	SPORT FISHING	MOUNTAIN BIKING	CYCLING
Base for Percentages - Actual	368	115	128	66	197	178	228	170	114	61	104
Base for Percentages - Weighted	372	123	126	69	193	174	222	159	115	57	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:											
Golfing	123 33.1	123 100.0	54 42.9	26 37.7	67 34.7	58 33.3	78 35.1	65 40.9	44 38.3	25 43.9	45 45.0
Downhill skiing	126 33.9	54 43.9	126 100.0	37 53.6	81 42.0	72 41.4	91 41.0	79 49.7	41 35.7	32 56.1	49 49.0
Cross-country skiing	69 18.5	26 21.1	37 29.4	69 100.0	41 21.2	48 27.6	42 18.9	34 21.4	31 27.0	18 31.6	28 28.0
Camping	193 51.9	67 54.5	81 64.3	41 59.4	193 100.0	124 71.3	127 57.2	106 66.7	90 78.3	42 73.7	73 73.0
Hiking or backpacking	174 46.8	58 47.2	72 57.1	48 69.6	124 64.2	174 100.0	117 52.7	89 56.0	71 61.7	37 64.9	69 69.0
Swimming	222 59.7	78 63.4	91 72.2	42 60.9	127 65.8	117 67.2	222 100.0	124 78.0	73 63.5	41 71.9	78 78.0
Boating, canoeing or other water sports	159 42.7	65 52.8	79 62.7	34 49.3	106 54.9	89 51.1	124 55.9	159 100.0	72 62.6	34 59.6	53 53.0
Sportfishing	115 30.9	44 35.8	41 32.5	31 44.9	90 46.6	71 40.8	73 32.9	72 45.3	115 100.0	19 33.3	34 34.0
Mountain biking	57 15.3	25 20.3	32 25.4	18 26.1	42 21.8	37 21.3	41 18.5	34 21.4	19 16.5	57 100.0	39 39.0
Cycling	100 26.9	45 36.6	49 38.9	28 40.6	73 37.8	69 39.7	78 35.1	53 33.3	34 29.6	39 68.4	100 100.0
Tennis	58 15.6	31 25.2	42 33.3	19 27.5	37 19.2	34 19.5	42 18.9	39 24.5	20 17.4	13 22.8	23 23.0
Programmed outdoor activities	63 16.9	27 22.0	27 21.4	14 20.3	36 18.7	28 16.1	42 18.9	34 21.4	24 20.9	8 14.0	20 20.0
Horseback riding	70 18.8	24 19.5	29 23.0	20 29.0	45 23.3	41 23.6	51 23.0	36 22.6	31 27.0	12 21.1	22 22.0
Hunting	42 11.3	20 16.3	18 14.3	11 15.9	32 16.6	29 16.7	33 14.9	25 15.7	29 25.2	11 19.3	19 19.0
Wildlife viewing	197 53.0	62 50.4	63 50.0	44 63.8	124 64.2	124 71.3	131 59.0	96 60.4	81 70.4	37 64.9	68 68.0
Visiting interpretive centres or exhibits	237 63.7	91 74.0	81 64.3	61 88.4	132 68.4	133 76.4	154 69.4	101 63.5	77 67.0	37 64.9	75 75.0
Shopping	297 79.8	99 80.5	100 79.4	53 76.8	149 77.2	137 78.7	185 83.3	130 81.8	87 75.7	43 75.4	82 82.0
Dining in restaurants	343 92.2	117 95.1	115 91.3	61 88.4	171 88.6	157 90.2	214 96.4	152 95.6	98 85.2	53 93.0	96 96.0
Skating	70 18.8	31 25.2	42 33.3	21 30.4	47 24.4	41 23.6	59 26.6	39 24.5	29 25.2	23 40.4	38 38.0

TABLE 6

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.6A WHETHER HOUSEHOLD MEMBERS PARTICIPATED IN VARIOUS ACTIVITIES WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:									
	TOTAL	GOLFING	DOWNHILL SKIING	CROSS-COUNTRY SKIING	CAMPING	HIKING BACK PACKING	SWIMMING	BOATING CANOEING	SPORT FISHING	MOUNTAIN BIKING	CYCLING
Base for Percentages - Actual	368	115	128	66	197	178	228	170	114	61	104
Base for Percentages - Weighted	372	123	126	69	193	174	222	159	115	57	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:											
Guided sightseeing by bus or mini-bus	56	18	17	11	22	23	44	25	19	5	14
	15.1	14.6	13.5	15.9	11.4	13.2	19.8	15.7	16.5	8.8	14.0

TABLE 7

Q.6A WHETHER HOUSEHOLD MEMBERS PARTICIPATED IN VARIOUS ACTIVITIES WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:

	TOTAL	TENNIS	P'GRAM'D OUTDOOR ACTIV'S	HORSE BACK RIDING	HUNTING	WILDLIFE VIEWING	VISITING CENTRES/ EXHIBITS	SHOPPING	DINING	SKATING	GUIDED SIGHT SEEING
Base for Percentages - Actual	368	54	61	72	40	194	235	294	343	74	51
Base for Percentages - Weighted	372	58	63	70	42	197	237	297	343	70	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:											
Golfing	123 33.1	31 53.4	27 42.9	24 34.3	20 47.6	62 31.5	91 38.4	99 33.3	117 34.1	31 44.3	18 32.1
Downhill skiing	126 33.9	42 72.4	27 42.9	29 41.4	18 42.9	63 32.0	81 34.2	100 33.7	115 33.5	42 60.0	17 30.4
Cross-country skiing	69 18.5	19 32.8	14 22.2	20 28.6	11 26.2	44 22.3	61 25.7	53 17.8	61 17.8	21 30.0	11 19.6
Camping	193 51.9	37 63.8	36 57.1	45 64.3	32 76.2	124 62.9	132 55.7	149 50.2	171 49.9	47 67.1	22 39.3
Hiking or backpacking	174 46.8	34 58.6	28 44.4	41 58.6	29 69.0	124 62.9	133 56.1	137 46.1	157 45.8	41 58.6	23 41.1
Swimming	222 59.7	42 72.4	42 66.7	51 72.9	33 78.6	131 66.5	154 65.0	185 62.3	214 62.4	59 84.3	44 78.6
Boating, canoeing or other water sports	159 42.7	39 67.2	34 54.0	36 51.4	25 59.5	96 48.7	101 42.6	130 43.8	152 44.3	39 55.7	25 44.6
Sportfishing	115 30.9	20 34.5	24 38.1	31 44.3	29 69.0	81 41.1	77 32.5	87 29.3	98 28.6	29 41.4	19 33.9
Mountain biking	57 15.3	13 22.4	8 12.7	12 17.1	11 26.2	37 18.8	37 15.6	43 14.5	53 15.5	23 32.9	5 8.9
Cycling	100 26.9	23 39.7	20 31.7	22 31.4	19 45.2	68 34.5	75 31.6	82 27.6	96 28.0	38 54.3	14 25.0
Tennis	58 15.6	58 100.0	15 23.8	18 25.7	8 19.0	28 14.2	35 14.8	47 15.8	56 16.3	20 28.6	13 23.2
Programmed outdoor activities	63 16.9	15 25.9	63 100.0	14 20.0	10 23.8	40 20.3	50 21.1	50 16.8	60 17.5	16 22.9	16 28.6
Horseback riding	70 18.8	18 31.0	14 22.2	70 100.0	15 35.7	47 23.9	50 21.1	50 16.8	61 17.8	15 21.4	10 17.9
Hunting	42 11.3	8 13.8	10 15.9	15 21.4	42 100.0	28 14.2	26 11.0	29 9.8	37 10.8	11 15.7	6 10.7
Wildlife viewing	197 53.0	28 48.3	40 63.5	47 67.1	28 66.7	197 100.0	144 60.8	154 51.9	178 51.9	40 57.1	26 46.4
Visiting interpretive centres or exhibits	237 63.7	35 60.3	50 79.4	50 71.4	26 61.9	144 73.1	237 100.0	200 67.3	221 64.4	50 71.4	41 73.2
Shopping	297 79.8	47 81.0	50 79.4	50 71.4	29 69.0	154 78.2	200 84.4	297 100.0	289 84.3	54 77.1	51 91.1
Dining in restaurants	343 92.2	56 96.6	60 95.2	61 87.1	37 88.1	178 90.4	221 93.2	289 97.3	343 100.0	63 90.0	55 98.2
Skating	70 18.8	20 34.5	16 25.4	15 21.4	11 26.2	40 20.3	50 21.1	54 18.2	63 18.4	70 100.0	10 17.9

Q.6A WHETHER HOUSEHOLD MEMBERS PARTICIPATED IN VARIOUS ACTIVITIES WHILE ON VACATION TRIPS IN PAST YEAR.

Base: Total respondents who have taken vacation trips in the past year

		ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:									
	TOTAL	TENNIS	P'GRAM'D OUTDOOR ACTIV'S	HORSE BACK RIDING	HUNTING	WILDLIFE VIEWING	VISITING CENTRES/ EXHIBITS	SHOPPING	DINING	SKATING	GUIDED SIGHT SEEING
Base for Percentages - Actual	368	54	61	72	40	194	235	294	343	74	51
Base for Percentages - Weighted	372	58	63	70	42	197	237	297	343	70	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES IN WHICH HOUSEHOLD MEMBERS PARTICIPATED:											
Guided sightseeing by bus or mini-bus	56	13	16	10	6	26	41	51	55	10	56
	15.1	22.4	25.4	14.3	14.3	13.2	17.3	17.2	16.0	14.3	100.0

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

TABLE 8

Q.7 LOCATIONS VISITED IN ALBERTA IN PAST YEAR.

Base: Total respondents who have taken vacation trips
within Alberta in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	287	144	143	156	129	93	171	183	104	110	82	95
Base for Percentages - Weighted	293	153	140	150	141	87	180	191	102	135	76	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LOCATIONS VISITED IN ALBERTA IN PAST YEAR:												
Banff	157 53.6	84 54.9	73 52.1	88 58.7	67 47.5	43 49.4	100 55.6	99 51.8	58 56.9	74 54.8	40 52.6	44 53.7
Canmore area	9 3.1	7 4.6	2 1.4	4 2.7	5 3.5	1 1.1	8 4.4	8 4.2	2 2.0	3 2.2	2 2.6	5 6.1
Crowsnest Pass	9 3.1	7 4.6	2 1.4	5 3.3	4 2.8	2 2.3	7 3.9	6 3.1	3 2.9	5 3.7	3 3.9	0 -
Drumheller	63 21.5	36 23.5	27 19.3	28 18.7	34 24.1	14 16.1	42 23.3	41 21.5	22 21.6	30 22.2	19 25.0	14 17.1
Edmonton	143 48.8	73 47.7	70 50.0	78 52.0	64 45.4	41 47.1	86 47.8	94 49.2	50 49.0	66 48.9	39 51.3	38 46.3
Fort McLeod	4 1.4	3 2.0	1 .7	1 .7	3 2.1	2 2.3	2 1.1	2 1.0	2 2.0	2 1.5	2 2.6	0 -
Fort McMurray	5 1.7	3 2.0	2 1.4	4 2.7	1 .7	0 -	5 2.8	4 2.1	1 1.0	4 3.0	1 1.3	0 -
Grand Prairie	3 1.0	1 .7	2 1.4	1 .7	2 1.4	0 -	3 1.7	3 1.6	0 -	3 2.2	0 -	0 -
Kananaskis	75 25.6	33 21.6	42 30.0	42 28.0	33 23.4	22 25.3	44 24.4	45 23.6	30 29.4	36 26.7	23 30.3	16 19.5
Lloydminster	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Jasper	28 9.6	14 9.2	13 9.3	16 10.7	12 8.5	4 4.6	23 12.8	20 10.5	8 7.8	14 10.4	6 7.9	8 9.8
Lake Louise	61 20.8	33 21.6	28 20.0	34 22.7	27 19.1	13 14.9	44 24.4	43 22.5	18 17.6	30 22.2	10 13.2	21 25.6
Lethbridge	38 13.0	22 14.4	16 11.4	22 14.7	16 11.3	9 10.3	26 14.4	25 13.1	13 12.7	17 12.6	8 10.5	12 14.6
Medicine Hat	24 8.2	15 9.8	9 6.4	13 8.7	12 8.5	8 9.2	16 8.9	12 6.3	13 12.7	9 6.7	7 9.2	8 9.8
Peace River	1 .3	1 .7	0 -	0 -	1 .7	0 -	1 .6	1 .5	0 -	1 .7	0 -	0 -
Red Deer	39 13.3	28 18.3	10 7.1	24 16.0	15 10.6	9 10.3	23 12.8	24 12.6	14 13.7	17 12.6	11 14.5	11 13.4
Sylvan Lake	10 3.4	6 3.9	5 3.6	9 6.0	1 .7	2 2.3	7 3.9	4 2.1	6 5.9	3 2.2	6 7.9	1 1.2
Waterton Lakes	26 8.9	17 11.1	9 6.4	8 5.3	18 12.8	9 10.3	17 9.4	15 7.9	11 10.8	16 11.9	9 11.8	2 2.4
Westcastle	2 .7	2 1.3	1 .7	2 1.3	1 .7	0 -	2 1.1	2 1.0	1 1.0	0 -	1 1.3	2 2.4
Other	123	66	57	65	55	32	77	77	45	55	33	35

TABLE 8

Q.7 LOCATIONS VISITED IN ALBERTA IN PAST YEAR.

Base: Total respondents who have taken vacation trips within Alberta in the past year.

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	287 293 100.0	144 153 100.0	143 140 100.0	156 150 100.0	129 141 100.0	93 87 100.0	171 180 100.0	183 191 100.0	104 102 100.0	110 135 100.0	82 76 100.0	95 82 100.0
LOCATIONS VISITED IN ALBERTA IN PAST YEAR:												
Don't know	2 .7	2 1.3	0 -	2 1.3	0 -	2 2.3	0 -	1 .5	1 1.0	0 -	0 -	2 2.4

TABLE 8

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.7 LOCATIONS VISITED IN ALBERTA IN PAST YEAR.

Base: Total respondents who have taken vacation trips within Alberta in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	287 293 100.0	0 0 -	159 167 100.0	127 124 100.0	212 204 100.0	70 82 100.0	87 90 100.0	197 200 100.0	139 146 100.0	148 147 100.0	177 178 100.0	110 115 100.0
LOCATIONS VISITED IN ALBERTA IN PAST YEAR:												
Banff	157 53.6	0 -	79 47.3	77 62.1	127 62.3	29 35.4	39 43.3	118 59.0	84 57.5	73 49.7	106 59.6	51 44.3
Canmore area	9 3.1	0 -	1 .6	8 6.5	8 3.9	1 1.2	2 2.2	8 4.0	4 2.7	5 3.4	8 4.5	1 .9
Crowsnest Pass	9 3.1	0 -	2 1.2	7 5.6	7 3.4	2 2.4	1 1.1	8 4.0	3 2.1	6 4.1	7 3.9	2 1.7
Drumheller	63 21.5	0 -	23 13.8	39 31.5	45 22.1	15 18.3	21 23.3	41 20.5	36 24.7	26 17.7	42 23.6	21 18.3
Edmonton	143 48.8	0 -	74 44.3	68 54.8	101 49.5	39 47.6	38 42.2	105 52.5	67 45.9	76 51.7	78 43.8	65 56.5
Fort McLeod	4 1.4	0 -	1 .6	3 2.4	2 1.0	2 2.4	2 2.2	2 1.0	2 1.4	2 1.4	3 1.7	1 .9
Fort McMurray	5 1.7	0 -	0 -	4 3.2	5 2.5	0 -	2 2.2	3 1.5	4 2.7	1 .7	3 1.7	2 1.7
Grand Prairie	3 1.0	0 -	2 1.2	1 .8	2 1.0	1 1.2	1 1.1	2 1.0	3 2.1	0 -	2 1.1	1 .9
Kananaskis	75 25.6	0 -	31 18.6	44 35.5	64 31.4	11 13.4	16 17.8	59 29.5	34 23.3	41 27.9	57 32.0	18 15.7
Lloydminster	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Jasper	28 9.6	0 -	6 3.6	21 16.9	22 10.8	6 7.3	4 4.4	24 12.0	13 8.9	14 9.5	21 11.8	7 6.1
Lake Louise	61 20.8	0 -	30 18.0	31 25.0	49 24.0	12 14.6	17 18.9	43 21.5	40 27.4	21 14.3	37 20.8	24 20.9
Lethbridge	38 13.0	0 -	16 9.6	22 17.7	29 14.2	10 12.2	9 10.0	30 15.0	22 15.1	16 10.9	23 12.9	15 13.0
Medicine Hat	24 8.2	0 -	12 7.2	13 10.5	17 8.3	6 7.3	6 6.7	18 9.0	17 11.6	7 4.8	14 7.9	11 9.6
Peace River	1 .3	0 -	1 .6	0 -	0 -	1 1.2	1 1.1	0 -	1 .7	0 -	1 .6	0 -
Red Deer	39 13.3	0 -	19 11.4	18 14.5	27 13.2	11 13.4	12 13.3	27 13.5	26 17.8	13 8.8	22 12.4	17 14.8
Sylvan Lake	10 3.4	0 -	6 3.6	5 4.0	7 3.4	3 3.7	5 5.6	6 3.0	6 4.1	5 3.4	7 3.9	3 2.6
Waterton Lakes	26 8.9	0 -	12 7.2	14 11.3	18 8.8	8 9.8	4 4.4	22 11.0	15 10.3	11 7.5	23 12.9	4 3.5
Westcastle	2 .7	0 -	2 1.2	1 .8	2 1.0	0 -	2 2.2	1 .5	2 1.4	0 -	2 1.1	0 -
Other	123	0	60	61	82	38	35	88	59	63	89	34

Q.7 LOCATIONS VISITED IN ALBERTA IN PAST YEAR.

Base: Total respondents who have taken vacation trips within Alberta in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	287	0	159	127	212	70	87	197	139	148	177	110
Base for Percentages - Weighted	293	0	167	124	204	82	90	200	146	147	178	115
	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LOCATIONS VISITED IN ALBERTA IN PAST YEAR:												
Don't know	2	0	1	1	2	0	0	0	1	1	2	0
	.7	-	.6	.8	1.0	-	-	-	.7	.7	1.1	-

TABLE 9

Q.8 SEASONS DURING WHICH VACATION TRIPS IN ALBERTA WERE TAKEN.
Q.9 ACCOMMODATIONS USED WHILE ON VACATION TRIPS IN ALBERTA.

Base: Total respondents who have taken vacation trips within Alberta in the past year

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	287 293 100.0	144 153 100.0	143 140 100.0	156 150 100.0	129 141 100.0	93 87 100.0	171 180 100.0	183 191 100.0	104 102 100.0	110 135 100.0	82 76 100.0	95 82 100.0
SEASONS DURING WHICH VACATION TRIPS IN ALBERTA WERE TAKEN:												
Spring	147 50.2	76 49.7	70 50.0	75 50.0	71 50.4	47 54.0	89 49.4	97 50.8	50 49.0	69 51.1	37 48.7	41 50.0
Summer	235 80.2	126 82.4	110 78.6	115 76.7	118 83.7	73 83.9	141 78.3	153 80.1	82 80.4	116 85.9	61 80.3	58 70.7
Fall	148 50.5	80 52.3	67 47.9	73 48.7	73 51.8	46 52.9	87 48.3	99 51.8	48 47.1	73 54.1	34 44.7	40 48.8
Winter	152 51.9	78 51.0	74 52.9	92 61.3	60 42.6	40 46.0	102 56.7	99 51.8	52 51.0	58 43.0	39 51.3	55 67.1
Don't know	2 .7	1 .7	0 -	2 1.3	0 -	2 2.3	0 -	0 -	1 1.0	0 -	0 -	2 2.4
ACCOMMODATIONS USED WHILE ON VACATION TRIPS IN ALBERTA:												
Stayed with friends or relatives	137 46.8	74 48.4	63 45.0	80 53.3	56 39.7	53 60.9	77 42.8	97 50.8	40 39.2	60 44.4	30 39.5	46 56.1
Camped in tent(s)	74 25.3	47 30.7	27 19.3	51 34.0	22 15.6	22 25.3	51 28.3	49 25.7	25 24.5	26 19.3	18 23.7	29 35.4
Camped in a trailer or camper	63 21.5	28 18.3	35 25.0	28 18.7	34 24.1	21 24.1	34 18.9	29 15.2	33 32.4	25 18.5	26 34.2	12 14.6
Stayed in a motorhome	21 7.2	15 9.8	6 4.3	12 8.0	9 6.4	3 3.4	17 9.4	16 8.4	5 4.9	12 8.9	4 5.3	4 4.9
Stayed in budget hotels or motels under $40	59 20.1	33 21.6	26 18.6	33 22.0	24 17.0	15 17.2	39 21.7	35 18.3	24 23.5	29 21.5	17 22.4	13 15.9
Stayed in mid-price hotels	128 43.7	70 45.8	58 41.4	63 42.0	66 46.8	29 33.3	90 50.0	78 40.8	50 49.0	59 43.7	38 50.0	32 39.0
Stayed in luxury or 4-star hotels or resorts	65 22.2	35 22.9	30 21.4	32 21.3	32 22.7	7 8.0	53 29.4	46 24.1	19 18.6	36 26.7	15 19.7	15 18.3
Stayed in a vacation home or property	22 7.5	13 8.5	9 6.4	13 8.7	9 6.4	3 3.4	19 10.6	17 8.9	5 4.9	12 8.9	4 5.3	6 7.3
Don't know	3 1.0	2 1.3	0 -	0 -	2 1.4	0 -	2 1.1	3 1.6	0 -	2 1.5	0 -	0 -

TABLE 9

Q.8 SEASONS DURING WHICH VACATION TRIPS IN ALBERTA WERE TAKEN.
Q.9 ACCOMMODATIONS USED WHILE ON VACATION TRIPS IN ALBERTA.

Base: Total respondents who have taken vacation trips within Alberta in the past year

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	287 293 100.0	0 0 -	159 167 100.0	127 124 100.0	212 204 100.0	70 82 100.0	87 90 100.0	197 200 100.0	139 146 100.0	148 147 100.0	177 178 100.0	110 115 100.0
SEASONS DURING WHICH VACATION TRIPS IN ALBERTA WERE TAKEN:												
Spring	147 50.2	0 -	59 35.3	86 69.4	112 54.9	34 41.5	37 41.1	110 55.0	77 52.7	70 47.6	93 52.2	53 46.1
Summer	235 80.2	0 -	119 71.3	115 92.7	171 83.8	58 70.7	77 85.6	158 79.0	120 82.2	115 78.2	154 86.5	81 70.4
Fall	148 50.5	0 -	60 35.9	86 69.4	109 53.4	38 46.3	0 -	148 74.0	80 54.8	67 45.6	94 52.8	54 47.0
Winter	152 51.9	0 -	75 44.9	75 60.5	110 53.9	41 50.0	0 -	152 76.0	73 50.0	79 53.7	90 50.6	62 53.9
Don't know	2 .7	0 -	0 -	1 .8	1 .5	0 -	0 -	0 -	0 -	1 .7	1 .6	0 -
ACCOMMODATIONS USED WHILE ON VACATION TRIPS IN ALBERTA:												
Stayed with friends or relatives	137 46.8	0 -	66 39.5	69 55.6	97 47.5	37 45.1	36 40.0	100 50.0	70 47.9	67 45.6	85 47.8	52 45.2
Camped in tent(s)	74 25.3	0 -	32 19.2	42 33.9	57 27.9	16 19.5	16 17.8	58 29.0	42 28.8	32 21.8	74 41.6	0 -
Camped in a trailer or camper	63 21.5	0 -	25 15.0	37 29.8	48 23.5	12 14.6	19 21.1	44 22.0	30 20.5	33 22.4	63 35.4	0 -
Stayed in a motorhome	21 7.2	0 -	7 4.2	14 11.3	19 9.3	2 2.4	11 12.2	10 5.0	11 7.5	10 6.8	21 11.8	0 -
Stayed in budget hotels or motels under $40	59 20.1	0 -	22 13.2	37 29.8	47 23.0	10 12.2	16 17.8	43 21.5	29 19.9	30 20.4	44 24.7	14 12.2
Stayed in mid-price hotels	128 43.7	0 -	64 38.3	64 51.6	91 44.6	34 41.5	29 32.2	99 49.5	78 53.4	50 34.0	78 43.8	51 44.3
Stayed in luxury or 4-star hotels or resorts	65 22.2	0 -	37 22.2	29 23.4	46 22.5	19 23.2	19 21.1	46 23.0	38 26.0	27 18.4	27 15.2	38 33.0
Stayed in a vacation home or property	22 7.5	0 -	8 4.8	12 9.7	20 9.8	2 2.4	4 4.4	18 9.0	13 8.9	9 6.1	17 9.6	5 4.3
Don't know	3 1.0	0 -	0 -	2 1.6	2 1.0	0 -	0 -	2 1.0	0 -	2 1.4	0 -	3 2.6

Q.10 WHETHER A VACATION HOME OR PROPERTY IS OWNED BY HOUSEHOLD.
Q.12 LOCATION OF VACATION HOME OR PROPERTY.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHETHER A VACATION HOME OR PROPERTY IS OWNED BY HOUSEHOLD:												
Own a vacation home	12 3.0	4 2.0	8 4.0	4 2.1	8 3.9	2 1.6	11 4.6	7 2.7	6 4.4	11 6.4	1 1.1	0 -
Own a vacation property	20 5.0	12 6.0	8 4.0	11 5.8	9 4.4	4 3.2	15 6.3	9 3.4	11 8.1	6 3.5	8 8.8	5 4.7
Don't know/None owned	365 91.3	183 92.0	182 90.5	176 92.1	185 90.2	115 92.0	215 90.3	244 92.4	121 89.0	159 91.9	83 91.2	95 89.6
LOCATION OF VACATION HOME OR PROPERTY:												
Base: Own a vacation home or property	29 29	16 15	13 14	15 15	14 15	5 6	23 23	15 14	14 15	13 15	9 8	6 6
Alberta	14 48.3	6 40.0	7 50.0	4 26.7	9 60.0	2 33.3	11 47.8	8 57.1	6 40.0	7 46.7	2 25.0	4 66.7
British Columbia	12 41.4	7 46.7	4 28.6	7 46.7	4 26.7	3 50.0	8 34.8	6 42.9	6 40.0	5 33.3	4 50.0	2 33.3
Somewhere else	5 17.2	1 6.7	4 28.6	3 20.0	2 13.3	1 16.7	4 17.4	2 14.3	3 20.0	3 20.0	2 25.0	0 -
Don't know	1 3.4	1 6.7	0 -	0 -	1 6.7	0 -	1 4.3	0 -	1 6.7	0 -	1 12.5	0 -

Q.1v WHETHER A VACATION HOME OR PROPERTY IS OWNED BY HOUSEHOLD.
Q.12 LOCATION OF VACATION HOME OR PROPERTY.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400 100.0	107 100.0	167 100.0	124 100.0	268 100.0	123 100.0	90 100.0	200 100.0	194 100.0	206 100.0	204 100.0	196 100.0
WHETHER A VACATION HOME OR PROPERTY IS OWNED BY HOUSEHOLD:												
Own a vacation home	12 3.0	2 1.9	3 1.8	6 4.8	8 3.0	4 3.3	1 1.1	9 4.5	10 5.2	3 1.5	6 2.9	7 3.6
Own a vacation property	20 5.0	3 2.8	8 4.8	9 7.3	18 6.7	2 1.6	4 4.4	12 6.0	10 5.2	10 4.9	17 8.3	3 1.5
Don't know/None owned	365 91.3	102 95.3	151 90.4	112 90.3	244 91.0	113 91.9	86 95.6	176 88.0	176 90.7	189 91.7	183 89.7	182 92.9
LOCATION OF VACATION HOME OR PROPERTY:												
Base: Own a vacation home or property	29 29	5 5	11 11	12 12	24 23	5 6	5 4	18 19	16 16	13 13	22 21	7 8
Alberta	14 48.3	4 80.0	2 18.2	7 58.3	11 47.8	2 33.3	1 25.0	7 36.8	6 37.5	8 61.5	10 47.6	4 50.0
British Columbia	12 41.4	1 20.0	6 54.5	3 25.0	9 39.1	3 50.0	3 75.0	8 42.1	8 50.0	4 30.8	9 42.9	3 37.5
Somewhere else	5 17.2	0 -	3 27.3	2 16.7	4 17.4	1 16.7	1 25.0	4 21.1	3 18.8	2 15.4	2 9.5	3 37.5
Don't know	1 3.4	0 -	1 9.1	0 -	1 4.3	0 -	0 -	1 5.3	0 -	1 7.7	1 4.8	0 -

Q.11 THREE MAIN ACTIVITIES PARTICIPATED IN WHILE AT VACATION HOME OR PROPERTY.

Base: Total respondents in households which own a vacation home or property

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	29 29 100.0	16 15 100.0	13 14 100.0	15 15 100.0	14 15 100.0	5 6 100.0	23 23 100.0	15 14 100.0	14 15 100.0	13 15 100.0	9 8 100.0	6 6 100.0
THREE MAIN ACTIVITIES PARTICIPATED IN WHILE AT VACATION HOME OR PROPERTY:												
Golfing	4 13.8	3 20.0	1 7.1	1 6.7	3 20.0	0 -	4 17.4	2 14.3	2 13.3	3 20.0	0 -	0 -
Downhill skiing	2 6.9	2 13.3	1 7.1	2 13.3	1 6.7	0 -	2 8.7	2 14.3	1 6.7	0 -	1 12.5	2 33.3
Cross-country skiing	1 3.4	1 6.7	0 -	0 -	1 6.7	1 16.7	0 -	1 7.1	0 -	1 6.7	0 -	0 -
Camping	6 20.7	3 20.0	3 21.4	6 40.0	0 -	3 50.0	3 13.0	2 14.3	4 26.7	2 13.3	2 25.0	1 16.7
Hiking or backpacking	11 37.9	4 26.7	8 57.1	5 33.3	6 40.0	2 33.3	10 43.5	7 50.0	5 33.3	6 40.0	2 25.0	2 33.3
Swimming	10 34.5	4 26.7	6 42.9	4 26.7	6 40.0	2 33.3	8 34.8	3 21.4	7 46.7	6 40.0	4 50.0	0 -
Boating, canoeing or other water sports	7 24.1	4 26.7	3 21.4	6 40.0	1 6.7	1 16.7	6 26.1	4 28.6	3 20.0	2 13.3	3 37.5	2 33.3
Sportfishing	5 17.2	3 20.0	2 14.3	2 13.3	3 20.0	1 16.7	4 17.4	4 28.6	1 6.7	2 13.3	1 12.5	2 33.3
Cycling	3 10.3	2 13.3	1 7.1	1 6.7	2 13.3	0 -	3 13.0	2 14.3	1 6.7	2 13.3	1 12.5	0 -
Tennis	1 3.4	0 -	1 7.1	1 6.7	0 -	0 -	1 4.3	1 7.1	0 -	1 6.7	0 -	0 -
Horseback riding	1 3.4	0 -	1 7.1	0 -	1 6.7	0 -	1 4.3	1 7.1	0 -	1 6.7	0 -	0 -
Wildlife viewing	1 3.4	0 -	1 7.1	0 -	1 6.7	0 -	1 4.3	1 7.1	0 -	1 6.7	0 -	0 -
Shopping	4 13.8	1 6.7	3 21.4	1 6.7	3 20.0	0 -	4 17.4	1 7.1	3 20.0	3 20.0	1 12.5	0 -
Dining in restaurants	2 6.9	0 -	2 14.3	0 -	2 13.3	0 -	2 8.7	1 7.1	1 6.7	2 13.3	0 -	0 -
Other	9 31.0	3 20.0	6 42.9	3 20.0	6 40.0	2 33.3	7 30.4	4 28.6	6 40.0	5 33.3	3 37.5	2 33.3
Don't know	3 10.3	3 20.0	0 -	1 6.7	2 13.3	0 -	2 8.7	1 7.1	2 13.3	1 6.7	2 25.0	0 -

Q.11 THREE MAIN ACTIVITIES PARTICIPATED IN WHILE AT VACATION HOME OR PROPERTY.

Base: Total respondents in households which own a vacation home or property

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	29	5	11	12	24	5	5	18	16	13	22	7
Base for Percentages - Weighted	29 100.0	5 100.0	11 100.0	12 100.0	23 100.0	6 100.0	4 100.0	19 100.0	16 100.0	13 100.0	21 100.0	8 100.0
THREE MAIN ACTIVITIES PARTICIPATED IN WHILE AT VACATION HOME OR PROPERTY:												
Golfing	4 13.8	0 -	3 27.3	1 8.3	2 8.7	2 33.3	0 -	3 15.8	4 25.0	0 -	0 -	3 37.5
Downhill skiing	2 6.9	0 -	2 18.2	1 8.3	2 8.7	0 -	1 25.0	2 10.5	2 12.5	0 -	2 9.5	0 -
Cross-country skiing	1 3.4	0 -	0 -	1 8.3	1 4.3	0 -	0 -	1 5.3	0 -	1 7.7	1 4.8	0 -
Camping	6 20.7	1 20.0	0 -	5 41.7	6 26.1	0 -	0 -	4 21.1	1 6.3	5 38.5	6 28.6	0 -
Hiking or backpacking	11 37.9	3 60.0	1 9.1	7 58.3	9 39.1	2 33.3	0 -	8 42.1	5 31.3	6 46.2	9 42.9	3 37.5
Swimming	10 34.5	2 40.0	3 27.3	5 41.7	7 30.4	3 50.0	1 25.0	7 36.8	7 43.8	3 23.1	6 28.6	4 50.0
Boating, canoeing or other water sports	7 24.1	0 -	4 36.4	2 16.7	6 26.1	1 16.7	0 -	6 31.6	6 37.5	0 -	5 23.8	2 25.0
Sportfishing	5 17.2	0 -	1 9.1	3 25.0	5 21.7	0 -	0 -	4 21.1	3 18.8	2 15.4	5 23.8	0 -
Cycling	3 10.3	0 -	1 9.1	2 16.7	3 13.0	0 -	0 -	3 15.8	1 6.3	2 15.4	2 9.5	1 12.5
Tennis	1 3.4	0 -	1 9.1	0 -	1 4.3	0 -	0 -	1 5.3	1 6.3	0 -	0 -	1 12.5
Horseback riding	1 3.4	1 20.0	0 -	0 -	1 4.3	0 -	0 -	0 -	0 -	1 7.7	0 -	1 12.5
Wildlife viewing	1 3.4	0 -	0 -	1 8.3	1 4.3	0 -	0 -	1 5.3	1 6.3	0 -	1 4.8	0 -
Shopping	4 13.8	3 60.0	1 9.1	0 -	2 8.7	2 33.3	1 25.0	0 -	2 12.5	2 15.4	1 4.8	3 37.5
Dining in restaurants	2 6.9	1 20.0	0 -	1 8.3	2 8.7	0 -	0 -	1 5.3	1 6.3	1 7.7	0 -	2 25.0
Other	9 31.0	0 -	3 27.3	4 33.3	7 30.4	3 50.0	2 50.0	7 36.8	5 31.3	4 30.8	5 23.8	4 50.0
Don't know	3 10.3	0 -	3 27.3	0 -	2 8.7	1 16.7	2 50.0	1 5.3	2 12.5	1 7.7	3 14.3	0 -

TABLE 12

Q.13 TYPES OF CAMPGROUND USUALLY STAY AT.

Base: Total respondents who go camping
while on vacation trips

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	207	110	97	126	78	64	125	125	82	70	65	70
Base for Percentages - Weighted	204	110	95	119	82	59	126	125	79	85	61	57
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TYPE OF CAMPGROUND USUALLY STAY AT:												
A provincial or national campground	174 85.3	89 80.9	85 89.5	98 82.4	73 89.0	55 93.2	102 81.0	109 87.2	64 81.0	78 91.8	49 80.3	45 78.9
A private campground	63 30.9	36 32.7	27 28.4	36 30.3	26 31.7	18 30.5	38 30.2	37 29.6	26 32.9	25 29.4	23 37.7	14 24.6
A seasonal-lease campground	8 3.9	5 4.5	4 4.2	6 5.0	2 2.4	4 6.8	3 2.4	2 1.6	6 7.6	0 -	5 8.2	3 5.3
A membership campground such as Coast to Coast	2 1.0	1 .9	1 1.1	1 .8	1 1.2	1 1.7	1 .8	1 .8	1 1.3	1 1.2	1 1.6	0 -
A KOA-type of franchise	12 5.9	3 2.7	9 9.5	8 6.7	3 3.7	4 6.8	8 6.3	6 4.8	6 7.6	3 3.5	6 9.8	3 5.3
Other	13 6.4	8 7.3	6 6.3	7 5.9	7 8.5	2 3.4	10 7.9	9 7.2	4 5.1	4 4.7	2 3.3	6 10.5
Don't know/No usual type	5 2.5	5 4.5	0 -	5 4.2	0 -	0 -	5 4.0	3 2.4	3 3.8	0 -	2 3.3	4 7.0

TABLE 12

Q.13 TYPES OF CAMPGROUND USUALLY STAY AT.

Base: Total respondents who go camping while on vacation trips

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	207	30	82	94	166	37	53	123	97	110	207	0
Base for Percentages - Weighted	204	27	86	91	157	42	55	122	96	108	204	0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
TYPE OF CAMPGROUND USUALLY STAY AT:												
A provincial or national campground	174 85.3	19 70.4	72 83.7	81 89.0	138 87.9	34 81.0	40 72.7	113 92.6	82 85.4	91 84.3	174 85.3	0 -
A private campground	63 30.9	9 33.3	20 23.3	32 35.2	46 29.3	16 38.1	13 23.6	41 33.6	31 32.3	32 29.6	63 30.9	0 -
A seasonal-lease campground	8 3.9	0 -	1 1.2	7 7.7	6 3.8	2 4.8	6 10.9	1 .8	4 4.2	4 3.7	8 3.9	0 -
A membership campground such as Coast to Coast	2 1.0	1 3.7	1 1.2	0 -	2 1.3	0 -	1 1.8	0 -	1 1.0	1 .9	2 1.0	0 -
A KOA-type of franchise	12 5.9	2 7.4	4 4.7	6 6.6	12 7.6	0 -	3 5.5	7 5.7	7 7.3	5 4.6	12 5.9	0 -
Other	13 6.4	3 11.1	7 8.1	3 3.3	6 3.8	3 7.1	3 5.5	8 6.6	5 5.2	9 8.3	13 6.4	0 -
Don't know/No usual type	5 2.5	0 -	5 5.8	0 -	4 2.5	1 2.4	4 7.3	1 .8	4 4.2	2 1.9	5 2.5	0 -

TABLE 13

Q.14 WHETHER STOPPED OR PARTICIPATED IN RECREATIONAL ACTIVITIES IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHETHER STOPPED OR PARTICIPATED IN RECREATIONAL ACTIVITIES IN THE CANMORE AREA:												
Yes	208	110	99	94	112	48	139	132	77	84	54	55
	52.0	55.3	49.3	49.2	54.6	38.4	58.4	50.0	56.6	48.6	59.3	51.9
No	192	90	102	97	93	76	99	132	59	90	37	51
	48.0	45.2	50.7	50.8	45.4	60.8	41.6	50.0	43.4	52.0	40.7	48.1

Q.14 WHETHER STOPPED OR PARTICIPATED IN RECREATIONAL ACTIVITIES IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHETHER STOPPED OR PARTICIPATED IN RECREATIONAL ACTIVITIES IN THE CANMORE AREA:												
Yes	208	51	84	74	151	55	42	116	115	93	115	94
	52.0	47.7	50.3	59.7	56.3	44.7	46.7	58.0	59.3	45.1	56.4	48.0
No	192	56	84	50	117	67	48	85	79	113	90	102
	48.0	52.3	50.3	40.3	43.7	54.5	53.3	42.5	40.7	54.9	44.1	52.0

TABLE 14

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
GOLFING:												
Would be likely to participate	155 38.8	89 44.7	66 32.8	75 39.3	79 38.5	33 26.4	114 47.9	106 40.2	49 36.0	72 41.6	31 34.1	43 40.6
Maybe/Possibly	28 7.0	8 4.0	20 10.0	9 4.7	19 9.3	10 8.0	14 5.9	18 6.8	9 6.6	15 8.7	5 5.5	7 6.6
Respondent	155 38.8	97 48.7	58 28.9	70 36.6	85 41.5	35 28.0	109 45.8	111 42.0	44 32.4	74 42.8	28 30.8	45 42.5
Other household members	115 28.8	45 22.6	70 34.8	53 27.7	61 29.8	22 17.6	87 36.6	69 26.1	47 34.6	64 37.0	29 31.9	17 16.0
Would not be likely to participate	217 54.3	103 51.8	114 56.7	107 56.0	107 52.2	82 65.6	110 46.2	140 53.0	77 56.6	86 49.7	55 60.4	56 52.8
CROSS-COUNTRY SKIING:												
Would be likely to participate	127 31.8	61 30.7	65 32.3	69 36.1	57 27.8	37 29.6	82 34.5	89 33.7	38 27.9	59 34.1	24 26.4	37 34.9
Maybe/Possibly	31 7.8	20 10.1	12 6.0	13 6.8	19 9.3	6 4.8	24 10.1	20 7.6	11 8.1	15 8.7	10 11.0	6 5.7
Respondent	150 37.5	77 38.7	73 36.3	80 41.9	70 34.1	41 32.8	101 42.4	102 38.6	48 35.3	69 39.9	33 36.3	40 37.7
Other household members	115 28.8	58 29.1	57 28.4	59 30.9	56 27.3	25 20.0	83 34.9	68 25.8	47 34.6	64 37.0	33 36.3	11 10.4
Don't know	1 .3	0 -	1 .5	0 -	1 .5	0 -	1 .4	1 .4	0 -	0 -	0 -	1 .9
Would not be likely to participate	242 60.5	119 59.8	123 61.2	109 57.1	129 62.9	81 64.8	132 55.5	155 58.7	87 64.0	100 57.8	57 62.6	64 60.4
CAMPING:												
Would be likely to participate	218 54.5	105 52.8	113 56.2	139 72.8	78 38.0	75 60.0	128 53.8	131 49.6	87 64.0	84 48.6	64 70.3	57 53.8
Maybe/Possibly	35 8.8	16 8.0	19 9.5	12 6.3	22 10.7	11 8.8	19 8.0	20 7.6	15 11.0	9 5.2	13 14.3	11 10.4
Respondent	241 60.3	116 58.3	125 62.2	142 74.3	97 47.3	84 67.2	140 58.8	141 53.4	100 73.5	88 50.9	75 82.4	64 60.4
Other household members	208 52.0	96 48.2	113 56.2	116 60.7	91 44.4	66 52.8	125 52.5	107 40.5	102 75.0	86 49.7	77 84.6	33 31.1
Would not be likely to participate	147 36.8	78 39.2	69 34.3	40 20.9	104 50.7	38 30.4	91 38.2	113 42.8	34 25.0	81 46.8	14 15.4	38 35.8

TABLE 14

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
HIKING OR BACKPACKING:												
Would be likely to participate	219 54.8	107 53.8	112 55.7	126 66.0	91 44.4	70 56.0	135 56.7	144 54.5	74 54.4	88 50.9	57 62.6	63 59.4
Maybe/Possibly	23 5.8	12 6.0	11 5.5	13 6.8	10 4.9	6 4.8	12 5.0	10 3.8	13 9.6	8 4.6	10 11.0	5 4.7
Respondent	229 57.3	111 55.8	118 58.7	133 69.6	94 45.9	72 57.6	139 58.4	144 54.5	84 61.8	90 52.0	64 70.3	63 59.4
Other household members	191 47.8	88 44.2	104 51.7	108 56.5	82 40.0	53 42.4	122 51.3	107 40.5	84 61.8	90 52.0	66 72.5	28 26.4
Would not be likely to participate	159 39.8	81 40.7	77 38.3	52 27.2	104 50.7	48 38.4	92 38.7	110 41.7	48 35.3	78 45.1	24 26.4	38 35.8
SWIMMING:												
Would be likely to participate	183 45.8	84 42.2	99 49.3	107 56.0	75 36.6	58 46.4	113 47.5	103 39.0	80 58.8	71 41.0	60 65.9	42 39.6
Maybe/Possibly	26 6.5	13 6.5	12 6.0	9 4.7	17 8.3	12 9.6	12 5.0	13 4.9	12 8.8	10 5.8	7 7.7	6 5.7
Respondent	204 51.0	96 48.2	108 53.7	114 59.7	90 43.9	69 55.2	122 51.3	117 44.3	87 64.0	82 47.4	64 70.3	48 45.3
Other household members	170 42.5	77 38.7	92 45.8	89 46.6	79 38.5	50 40.0	109 45.8	81 30.7	88 64.7	73 42.2	65 71.4	21 19.8
Would not be likely to participate	191 47.8	102 51.3	90 44.8	75 39.3	114 55.6	54 43.2	113 47.5	147 55.7	44 32.4	92 53.2	24 26.4	58 54.7
BOATING, CANOEING OR OTHER WATER SPORTS:												
Would be likely to participate	188 47.0	94 47.2	94 46.8	101 52.9	84 41.0	62 49.6	112 47.1	115 43.6	72 52.9	72 41.6	51 56.0	55 51.9
Maybe/Possibly	25 6.3	9 4.5	16 8.0	8 4.2	17 8.3	9 7.2	14 5.9	16 6.1	9 6.6	14 8.1	5 5.5	3 2.8
Respondent	206 51.5	101 50.8	105 52.2	105 55.0	98 47.8	69 55.2	121 50.8	127 48.1	78 57.4	83 48.0	54 59.3	57 53.8
Other household members	172 43.0	76 38.2	95 47.3	82 42.9	87 42.4	51 40.8	109 45.8	93 35.2	79 58.1	80 46.2	55 60.4	26 24.5
Don't know	1 .3	1 .5	0 -	0 -	1 .5	0 -	1 .4	0 -	1 .7	0 -	0 -	0 -
Would not be likely to participate	187 46.8	97 48.7	91 45.3	81 42.4	104 50.7	54 43.2	112 47.1	133 50.4	54 39.7	88 50.9	35 38.5	48 45.3

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
SPORTFISHING:												
Would be likely to participate	157 39.3	88 44.2	69 34.3	77 40.3	78 38.0	45 36.0	98 41.2	91 34.5	66 48.5	64 37.0	42 46.2	36 34.0
Maybe/Possibly	17 4.3	8 4.0	9 4.5	7 3.7	10 4.9	10 8.0	7 2.9	13 4.9	5 3.7	6 3.5	4 4.4	7 6.6
Respondent	137 34.3	95 47.7	42 20.9	68 35.6	69 33.7	46 36.8	83 34.9	82 31.1	56 41.2	53 30.6	38 41.8	33 31.1
Other household members	133 33.3	57 28.6	76 37.8	64 33.5	68 33.2	41 32.8	78 32.8	71 26.9	62 45.6	54 31.2	43 47.3	27 25.5
Would not be likely to participate	226 56.5	103 51.8	123 61.2	107 56.0	117 57.1	70 56.0	134 56.3	161 61.0	66 48.5	103 59.5	46 50.5	63 59.4
MOUNTAIN BIKING:												
Would be likely to participate	97 24.3	44 22.1	53 26.4	68 35.6	29 14.1	32 25.6	60 25.2	59 22.3	37 27.2	33 19.1	26 28.6	32 30.2
Maybe/Possibly	22 5.5	8 4.0	14 7.0	12 6.3	9 4.4	8 6.4	10 4.2	9 3.4	12 8.8	6 3.5	10 11.0	5 4.7
Respondent	106 26.5	52 26.1	54 26.9	75 39.3	32 15.6	33 26.4	64 26.9	63 23.9	43 31.6	32 18.5	32 35.2	35 33.0
Other household members	84 21.0	35 17.6	50 24.9	52 27.2	32 15.6	23 18.4	55 23.1	40 15.2	45 33.1	36 20.8	33 36.3	10 9.4
Would not be likely to participate	282 70.5	147 73.9	134 66.7	111 58.1	167 81.5	85 68.0	168 70.6	195 73.9	86 63.2	134 77.5	55 60.4	70 66.0
CYCLING:												
Would be likely to participate	133 33.3	66 33.2	66 32.8	67 35.1	66 32.2	42 33.6	85 35.7	75 28.4	58 42.6	46 26.6	45 49.5	35 33.0
Maybe/Possibly	25 6.3	13 6.5	13 6.5	15 7.9	10 4.9	5 4.0	16 6.7	12 4.5	14 10.3	9 5.2	11 12.1	5 4.7
Respondent	150 37.5	77 38.7	74 36.8	77 40.3	73 35.6	45 36.0	96 40.3	83 31.4	67 49.3	52 30.1	53 58.2	37 34.9
Other household members	125 31.3	59 29.6	66 32.8	61 31.9	64 31.2	30 24.0	87 36.6	54 20.5	71 52.2	49 28.3	56 61.5	13 12.3
Don't know	1 .3	0 -	1 .5	0 -	1 .5	0 -	1 .4	1 .4	0 -	0 -	0 -	1 .9
Would not be likely to participate	242 60.5	121 60.8	121 60.2	109 57.1	129 62.9	78 62.4	137 57.6	177 67.0	64 47.1	119 68.8	35 38.5	67 63.2

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TENNIS:												
Would be likely to participate	79 19.8	41 20.6	38 18.9	49 25.7	30 14.6	28 22.4	46 19.3	53 20.1	26 19.1	32 18.5	18 19.8	26 24.5
Maybe/Possibly	9 2.3	4 2.0	5 2.5	4 2.1	5 2.4	3 2.4	7 2.9	4 1.5	6 4.4	2 1.2	4 4.4	3 2.8
Respondent	80 20.0	44 22.1	37 18.4	50 26.2	30 14.6	27 21.6	49 20.6	54 20.5	27 19.9	30 17.3	17 18.7	29 27.4
Other household members	60 15.0	27 13.6	33 16.4	33 17.3	27 13.2	20 16.0	37 15.5	33 12.5	27 19.9	30 17.3	19 20.9	9 8.5
Would not be likely to participate	312 78.0	155 77.9	157 78.1	138 72.3	170 82.9	94 75.2	185 77.7	207 78.4	104 76.5	139 80.3	70 76.9	77 72.6
PROGRAMMED OUTDOOR ACTIVITIES:												
Would be likely to participate	95 23.8	48 24.1	46 22.9	48 25.1	45 22.0	34 27.2	54 22.7	58 22.0	37 27.2	41 23.7	26 28.6	23 21.7
Maybe/Possibly	40 10.0	20 10.1	20 10.0	14 7.3	25 12.2	19 15.2	17 7.1	23 8.7	17 12.5	13 7.5	12 13.2	11 10.4
Respondent	127 31.8	67 33.7	60 29.9	57 29.8	68 33.2	50 40.0	69 29.0	75 28.4	51 37.5	50 28.9	36 39.6	31 29.2
Other household members	105 26.3	53 26.6	52 25.9	43 22.5	60 29.3	36 28.8	58 24.4	53 20.1	51 37.5	48 27.7	37 40.7	12 11.3
Would not be likely to participate	264 66.0	131 65.8	133 66.2	129 67.5	133 64.9	72 57.6	165 69.3	182 68.9	82 60.3	119 68.8	53 58.2	73 68.9
Don't know	1 .3	0 -	1 .5	0 -	1 .5	0 -	1 .4	1 .4	0 -	1 .6	0 -	0 -
HORSEBACK RIDING:												
Would be likely to participate	125 31.3	60 30.2	65 32.3	80 41.9	42 20.5	44 35.2	75 31.5	78 29.5	47 34.6	50 28.9	29 31.9	38 35.8
Maybe/Possibly	50 12.5	18 9.0	32 15.9	28 14.7	23 11.2	16 12.8	32 13.4	28 10.6	23 16.9	16 9.2	19 20.9	13 12.3
Respondent	165 41.3	74 37.2	91 45.3	103 53.9	60 29.3	59 47.2	99 41.6	103 39.0	62 45.6	65 37.6	42 46.2	48 45.3
Other household members	129 32.3	59 29.6	70 34.8	79 41.4	48 23.4	42 33.6	81 34.0	64 24.2	65 47.8	56 32.4	45 49.5	22 20.8
Would not be likely to participate	225 56.3	121 60.8	104 51.7	84 44.0	140 68.3	65 52.0	132 55.5	159 60.2	66 48.5	107 61.8	43 47.3	55 51.9

TABLE 14

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HUNTING:												
Would be likely to participate	47 11.8	32 16.1	15 7.5	34 17.8	13 6.3	16 12.8	28 11.8	27 10.2	20 14.7	16 9.2	15 16.5	14 13.2
Maybe/Possibly	7 1.8	5 2.5	3 1.5	4 2.1	3 1.5	2 1.6	4 1.7	5 1.9	2 1.5	1 .6	2 2.2	3 2.8
Respondent	35 8.8	33 16.6	2 1.0	23 12.0	12 5.9	12 9.6	21 8.8	21 8.0	14 10.3	11 6.4	10 11.0	12 11.3
Other household members	27 6.8	11 5.5	16 8.0	20 10.5	8 3.9	8 6.4	16 6.7	16 6.1	12 8.8	9 5.2	11 12.1	7 6.6
Would not be likely to participate	346 86.5	163 81.9	183 91.0	153 80.1	189 92.2	107 85.6	206 86.6	232 87.9	114 83.8	156 90.2	74 81.3	89 84.0
WILDLIFE VIEWING:												
Would be likely to participate	245 61.3	116 58.3	128 63.7	106 55.5	137 66.8	81 64.8	143 60.1	164 62.1	80 58.8	102 59.0	59 64.8	66 62.3
Maybe/Possibly	43 10.8	18 9.0	25 12.4	23 12.0	20 9.8	10 8.0	30 12.6	28 10.6	15 11.0	21 12.1	11 12.1	10 9.4
Respondent	276 69.0	130 65.3	146 72.6	121 63.4	152 74.1	88 70.4	166 69.7	182 68.9	94 69.1	118 68.2	69 75.8	70 66.0
Other household members	234 58.5	107 53.8	127 63.2	105 55.0	126 61.5	63 50.4	150 63.0	139 52.7	95 69.9	115 66.5	69 75.8	34 32.1
Don't know	2 .5	0 -	2 1.0	0 -	2 1.0	0 -	2 .8	2 .8	0 -	2 1.2	0 -	0 -
Would not be likely to participate	112 28.0	65 32.7	47 23.4	62 32.5	49 23.9	34 27.2	65 27.3	72 27.3	40 29.4	50 28.9	21 23.1	30 28.3
VISITING INTERPRETIVE CENTRES OR EXHIBITS:												
Would be likely to participate	263 65.8	131 65.8	132 65.7	119 62.3	144 70.2	82 65.6	164 68.9	172 65.2	91 66.9	121 69.9	62 68.1	64 60.4
Maybe/Possibly	42 10.5	15 7.5	27 13.4	19 9.9	22 10.7	11 8.8	23 9.7	19 7.2	23 16.9	13 7.5	16 17.6	7 6.6
Respondent	298 74.5	143 71.9	155 77.1	133 69.6	164 80.0	93 74.4	183 76.9	185 70.1	113 83.1	134 77.5	78 85.7	66 62.3
Other household members	258 64.5	127 63.8	131 65.2	111 58.1	146 71.2	67 53.6	168 70.6	150 56.8	108 79.4	131 75.7	77 84.6	32 30.2
Would not be likely to participate	95 23.8	53 26.6	42 20.9	53 27.7	39 19.0	31 24.8	51 21.4	73 27.7	22 16.2	39 22.5	13 14.3	36 34.0

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400 100.0	199 100.0	201 100.0	191 100.0	205 100.0	125 100.0	238 100.0	264 100.0	136 100.0	173 100.0	91 100.0	106 100.0
SHOPPING:												
Would be likely to participate	228 57.0	102 51.3	125 62.2	112 58.6	115 56.1	76 60.8	140 58.3	147 55.7	81 59.6	101 58.4	54 59.3	59 55.7
Maybe/Possibly	23 5.8	11 5.5	12 6.0	14 7.3	9 4.4	5 4.0	16 6.7	15 5.7	8 5.9	11 6.4	5 5.5	6 5.7
Respondent	243 60.8	105 52.8	138 68.7	118 61.8	124 60.5	77 61.6	151 63.4	157 59.5	86 63.2	109 63.0	57 62.6	63 59.4
Other household members	211 52.8	100 50.3	111 55.2	105 55.0	104 50.7	61 48.8	135 56.7	125 47.3	85 62.5	107 61.8	56 61.5	36 34.0
Would not be likely to participate	149 37.3	86 43.2	63 31.3	65 34.0	81 39.5	44 35.2	83 34.9	102 38.6	47 34.6	61 35.3	32 35.2	41 38.7
DINING IN RESTAURANTS:												
Would be likely to participate	302 75.5	153 76.9	149 74.1	146 76.4	155 75.6	95 76.0	186 78.2	198 75.0	103 75.7	129 74.6	71 78.0	83 78.3
Maybe/Possibly	29 7.3	13 6.5	16 8.0	12 6.3	17 8.3	9 7.2	18 7.6	19 7.2	10 7.4	15 8.7	7 7.7	6 5.7
Respondent	330 82.5	165 82.9	164 81.6	157 82.2	172 83.9	103 82.4	204 85.7	217 82.2	113 83.1	144 83.2	79 86.8	89 84.0
Other household members	284 71.0	142 71.4	142 70.6	132 69.1	151 73.7	78 62.4	187 78.6	172 65.2	111 81.6	144 83.2	79 86.8	46 43.4
Would not be likely to participate	69 17.3	33 16.6	36 17.9	33 17.3	33 16.1	21 16.8	34 14.3	47 17.8	23 16.9	29 16.8	12 13.2	17 16.0
SKATING:												
Would be likely to participate	94 23.5	42 21.1	53 26.4	59 30.9	35 17.1	30 24.0	58 24.4	49 18.6	46 33.8	25 14.5	33 36.3	28 26.4
Maybe/Possibly	18 4.5	14 7.0	5 2.5	6 3.1	12 5.9	7 5.6	11 4.6	13 4.9	6 4.4	9 5.2	4 4.4	5 4.7
Respondent	103 25.8	51 25.6	52 25.9	59 30.9	44 21.5	30 24.0	66 27.7	58 22.0	45 33.1	32 18.5	31 34.1	33 31.1
Other household members	88 22.0	39 19.6	49 24.4	51 26.7	37 18.0	24 19.2	58 24.4	36 13.6	51 37.5	27 15.6	37 40.7	16 15.1
Would not be likely to participate	287 71.8	144 72.4	143 71.1	126 66.0	157 76.6	88 70.4	169 71.0	203 76.9	85 62.5	139 80.3	54 59.3	73 68.9

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
GUIDED SIGHTSEEING BY BUS OR MINI-BUS:												
Would be likely to participate	61 15.3	25 12.6	36 17.9	21 11.0	40 19.5	31 24.8	29 12.2	46 17.4	16 11.8	31 17.9	10 11.0	12 11.3
Maybe/Possibly	32 8.0	16 8.0	16 8.0	8 4.2	24 11.7	10 8.0	19 8.0	24 9.1	8 5.9	19 11.0	6 6.6	7 6.6
Respondent	90 22.5	39 19.6	51 25.4	27 14.1	63 30.7	40 32.0	47 19.7	67 25.4	23 16.9	48 27.7	16 17.6	17 16.0
Other household members	78 19.5	37 18.6	41 20.4	25 13.1	53 25.9	29 23.2	46 19.3	54 20.5	24 17.6	48 27.7	16 17.6	7 6.6
Would not be likely to participate	306 76.5	158 79.4	148 73.6	162 84.8	141 68.8	84 67.2	190 79.8	195 73.9	112 82.4	124 71.7	75 82.4	87 82.1

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
GOLFING:												
Would be likely to participate	155 38.8	35 32.7	66 39.5	55 44.4	113 42.2	37 30.1	39 43.3	80 40.0	133 68.6	22 10.7	85 41.7	70 35.7
Maybe/Possibly	28 7.0	8 7.5	11 6.6	8 6.5	13 4.9	15 12.2	5 5.6	14 7.0	23 11.9	5 2.4	5 2.5	23 11.7
Respondent	155 38.8	40 37.4	63 37.7	52 41.9	105 39.2	45 36.6	40 44.4	75 37.5	150 77.3	5 2.4	76 37.3	79 40.3
Other household members	115 28.8	26 24.3	53 31.7	36 29.0	75 28.0	37 30.1	22 24.4	67 33.5	89 45.9	26 12.6	62 30.4	53 27.0
Would not be likely to participate	217 54.3	63 58.9	91 54.5	61 49.2	143 53.4	70 56.9	46 51.1	106 53.0	38 19.6	179 86.9	114 55.9	103 52.6
CROSS-COUNTRY SKIING:												
Would be likely to participate	127 31.8	30 28.0	53 31.7	44 35.5	91 34.0	33 26.8	24 26.7	73 36.5	77 39.7	50 24.3	71 34.8	56 28.6
Maybe/Possibly	31 7.8	6 5.6	15 9.0	11 8.9	27 10.1	5 4.1	7 7.8	19 9.5	17 8.8	14 6.8	15 7.4	16 8.2
Respondent	150 37.5	31 29.0	64 38.3	54 43.5	112 41.8	36 29.3	31 34.4	88 44.0	93 47.9	57 27.7	82 40.2	68 34.7
Other household members	115 28.8	22 20.6	49 29.3	44 35.5	84 31.3	28 22.8	22 24.4	71 35.5	67 34.5	48 23.3	62 30.4	53 27.0
Don't know	1 .3	1 .9	0 -	0 -	0 -	1 .8	0 -	0 -	0 -	1 .5	0 -	1 .5
Would not be likely to participate	242 60.5	72 67.3	99 59.3	69 55.6	151 56.3	85 69.1	59 65.6	109 54.5	99 51.0	142 68.9	118 57.8	123 62.8
CAMPING:												
Would be likely to participate	218 54.5	45 42.1	88 52.7	83 66.9	183 68.3	33 26.8	50 55.6	122 61.0	102 52.6	116 56.3	166 81.4	52 26.5
Maybe/Possibly	35 8.8	7 6.5	21 12.6	7 5.6	16 6.0	16 13.0	8 8.9	19 9.5	17 8.8	18 8.7	12 5.9	23 11.7
Respondent	241 60.3	49 45.8	104 62.3	86 69.4	191 71.3	46 37.4	55 61.1	137 68.5	111 57.2	129 62.6	171 83.8	70 35.7
Other household members	208 52.0	42 39.3	93 55.7	71 57.3	158 59.0	46 37.4	47 52.2	119 59.5	97 50.0	112 54.4	147 72.1	62 31.6
Would not be likely to participate	147 36.8	55 51.4	58 34.7	34 27.4	70 26.1	73 59.3	32 35.6	59 29.5	74 38.1	73 35.4	26 12.7	121 61.7

TABLE 14

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	137	213	207	193
Base for Percentages - Weighted	400 100.0	107 100.0	167 100.0	124 100.0	268 100.0	123 100.0	90 100.0	200 100.0	194 100.0	206 100.0	204 100.0	196 100.0
HIKING OR BACKPACKING:												
Would be likely to participate	219 54.8	48 44.9	95 56.9	75 60.5	176 65.7	42 34.1	45 50.0	125 62.5	110 56.7	109 52.9	138 67.6	81 41.3
Maybe/Possibly	23 5.8	4 3.7	11 6.6	7 5.6	14 5.2	6 4.9	11 12.2	7 3.5	11 5.7	12 5.8	16 7.8	7 3.6
Respondent	229 57.3	49 45.8	101 60.5	77 62.1	180 67.2	47 38.2	55 61.1	124 62.0	117 60.3	112 54.4	148 72.5	81 41.3
Other household members	191 47.8	35 32.7	87 52.1	68 54.8	148 55.2	40 32.5	46 51.1	111 55.5	91 46.9	101 49.0	127 62.3	64 32.7
Would not be likely to participate	159 39.8	55 51.4	61 36.5	42 33.9	79 29.5	74 60.2	34 37.8	68 34.0	73 37.6	86 41.7	51 25.0	108 55.1
SWIMMING:												
Would be likely to participate	183 45.8	42 39.3	75 44.9	64 51.6	150 56.0	29 23.6	51 56.7	90 45.0	87 44.8	96 46.6	114 55.9	69 35.2
Maybe/Possibly	26 6.5	4 3.7	12 7.2	9 7.3	18 6.7	4 3.3	9 10.0	12 6.0	10 5.2	16 7.8	11 5.4	15 7.7
Respondent	204 51.0	44 41.1	86 51.5	73 58.9	165 61.6	31 25.2	58 64.4	102 51.0	96 49.5	108 52.4	124 60.8	81 41.3
Other household members	170 42.5	36 33.6	71 42.5	61 49.2	133 49.6	28 22.8	47 52.2	86 43.0	78 40.2	92 44.7	101 49.5	69 35.2
Would not be likely to participate	191 47.8	61 57.0	80 47.9	51 41.1	100 37.3	90 73.2	31 34.4	98 49.0	97 50.0	94 45.6	80 39.2	112 57.1
BOATING, CANOEING OR OTHER WATER SPORTS:												
Would be likely to participate	188 47.0	44 41.1	71 42.5	72 58.1	150 56.0	32 26.0	41 45.6	102 51.0	103 53.1	84 40.8	124 60.8	64 32.7
Maybe/Possibly	25 6.3	10 9.3	12 7.2	2 1.6	17 6.3	8 6.5	4 4.4	12 6.0	9 4.6	16 7.8	9 4.4	16 8.2
Respondent	206 51.5	51 47.7	80 47.9	73 58.9	159 59.3	40 32.5	44 48.9	110 55.0	108 55.7	97 47.1	131 64.2	75 38.3
Other household members	172 43.0	41 38.3	66 39.5	63 50.8	132 49.3	34 27.6	39 43.3	92 46.0	91 46.9	81 39.3	111 54.4	61 31.1
Don't know	1 .3	1 .9	0 -	0 -	1 .4	0 -	0 -	0 -	0 -	1 .5	0 -	1 .5
Would not be likely to participate	187 46.8	53 49.5	84 50.3	50 40.3	102 38.1	83 67.5	45 50.0	87 43.5	81 41.8	106 51.5	71 34.8	116 59.2

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
SPORTFISHING:												
Would be likely to participate	157 39.3	42 39.3	62 37.1	53 42.7	114 42.5	39 31.7	37 41.1	78 39.0	85 43.8	71 34.5	111 54.4	45 23.0
Maybe/Possibly	17 4.3	2 1.9	13 7.8	1 .8	9 3.4	7 5.7	4 4.4	10 5.0	5 2.6	12 5.8	5 2.5	12 6.1
Respondent	137 34.3	35 32.7	59 35.3	43 34.7	99 36.9	33 26.8	34 37.8	69 34.5	72 37.1	65 31.6	96 47.1	41 20.9
Other household members	133 33.3	29 27.1	59 35.3	44 35.5	96 35.8	33 26.8	32 35.6	71 35.5	62 32.0	70 34.0	93 45.6	39 19.9
Would not be likely to participate	226 56.5	63 58.9	93 55.7	69 55.6	145 54.1	77 62.6	50 55.6	112 56.0	103 53.1	123 59.7	88 43.1	139 70.9
MOUNTAIN BIKING:												
Would be likely to participate	97 24.3	21 19.6	30 18.0	45 36.3	82 30.6	13 10.6	17 18.9	58 29.0	49 25.3	48 23.3	66 32.4	31 15.8
Maybe/Possibly	22 5.5	4 3.7	12 7.2	4 3.2	15 5.6	6 4.9	10 11.1	7 3.5	9 4.6	12 5.8	14 6.9	7 3.6
Respondent	106 26.5	24 22.4	37 22.2	43 34.7	88 32.8	16 13.0	25 27.8	57 28.5	53 27.3	53 25.7	74 36.3	33 16.8
Other household members	84 21.0	16 15.0	29 17.4	37 29.8	69 25.7	14 11.4	19 21.1	49 24.5	37 19.1	48 23.3	58 28.4	26 13.3
Would not be likely to participate	282 70.5	82 76.6	125 74.9	75 60.5	171 63.8	104 84.6	63 70.0	135 67.5	136 70.1	146 70.9	124 60.8	158 80.6
CYCLING:												
Would be likely to participate	133 33.3	32 29.9	50 29.9	48 38.7	109 40.7	22 17.9	29 32.2	71 35.5	75 38.7	58 28.2	83 40.7	49 25.0
Maybe/Possibly	25 6.3	6 5.6	14 8.4	5 4.0	18 6.7	8 6.5	6 6.7	14 7.0	10 5.2	16 7.8	12 5.9	13 6.6
Respondent	150 37.5	36 33.6	62 37.1	50 40.3	120 44.8	28 22.8	33 36.7	81 40.5	80 41.2	70 34.0	94 46.1	56 28.6
Other household members	125 31.3	28 26.2	48 28.7	47 37.9	97 36.2	26 21.1	28 31.1	69 34.5	65 33.5	60 29.1	76 37.3	49 25.0
Don't know	1 .3	1 .9	0 -	0 -	0 -	1 .8	0 -	0 -	0 -	1 .5	0 -	1 .5
Would not be likely to participate	242 60.5	69 64.5	103 61.7	70 56.5	142 53.0	93 75.6	55 61.1	116 58.0	109 56.2	133 64.6	109 53.4	133 67.9

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400 100.0	107 100.0	167 100.0	124 100.0	268 100.0	123 100.0	90 100.0	200 100.0	194 100.0	206 100.0	204 100.0	196 100.0
TENNIS:												
Would be likely to participate	79 19.8	16 15.0	40 24.0	21 16.9	64 23.9	13 10.6	13 14.4	49 24.5	52 26.8	27 13.1	49 24.0	30 15.3
Maybe/Possibly	9 2.3	3 2.8	5 3.0	1 .8	6 2.2	4 3.3	2 2.2	4 2.0	3 1.5	7 3.4	5 2.5	5 2.6
Respondent	80 20.0	18 16.8	42 25.1	18 14.5	63 23.5	15 12.2	16 17.8	46 23.0	51 26.3	29 14.1	48 23.5	33 16.8
Other household members	60 15.0	13 12.1	30 18.0	15 12.1	46 17.2	12 9.8	11 12.2	36 18.0	34 17.5	26 12.6	37 18.1	22 11.2
Would not be likely to participate	312 78.0	88 82.2	122 73.1	102 82.3	199 74.3	106 86.2	74 82.2	148 74.0	140 72.2	172 83.5	151 74.0	161 82.1
PROGRAMMED OUTDOOR ACTIVITIES:												
Would be likely to participate	95 23.8	24 22.4	38 22.8	33 26.6	84 31.3	11 8.9	25 27.8	46 23.0	54 27.8	41 19.9	62 30.4	33 16.8
Maybe/Possibly	40 10.0	7 6.5	17 10.2	16 12.9	33 12.3	7 5.7	7 7.8	26 13.0	15 7.7	25 12.1	19 9.3	21 10.7
Respondent	127 31.8	30 28.0	51 30.5	45 36.3	109 40.7	17 13.8	32 35.6	65 32.5	65 33.5	62 30.1	79 38.7	48 24.5
Other household members	105 26.3	21 19.6	46 27.5	38 30.6	89 33.2	14 11.4	25 27.8	59 29.5	53 27.3	52 25.2	64 31.4	40 20.4
Would not be likely to participate	264 66.0	74 69.2	113 67.7	76 61.3	150 56.0	106 86.2	59 65.6	129 64.5	123 63.4	141 68.4	123 60.3	141 71.9
Don't know	1 .3	1 .9	0 -	0 -	1 .4	0 -	0 -	0 -	1 .5	0 -	0 -	1 .5
HORSEBACK RIDING:												
Would be likely to participate	125 31.3	25 23.4	50 29.9	51 41.1	109 40.7	15 12.2	30 33.3	71 35.5	65 33.5	60 29.1	81 39.7	44 22.4
Maybe/Possibly	50 12.5	9 8.4	28 16.8	11 8.9	36 13.4	13 10.6	14 15.6	27 13.5	22 11.3	28 13.6	28 13.7	22 11.2
Respondent	165 41.3	32 29.9	71 42.5	60 48.4	139 51.9	25 20.3	41 45.6	92 46.0	81 41.8	84 40.8	103 50.5	62 31.6
Other household members	129 32.3	24 22.4	53 31.7	50 40.3	109 40.7	18 14.6	31 34.4	73 36.5	62 32.0	66 32.0	84 41.2	45 23.0
Would not be likely to participate	225 56.3	73 68.2	90 53.9	62 50.0	123 45.9	95 77.2	47 52.2	103 51.5	107 55.2	118 57.3	95 46.6	130 66.3

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
HUNTING:												
Would be likely to participate	47 11.8	6 5.6	25 15.0	16 12.9	35 13.1	12 9.8	16 17.8	24 12.0	30 15.5	17 8.3	36 17.6	11 5.6
Maybe/Possibly	7 1.8	3 2.8	2 1.2	2 1.6	4 1.5	3 2.4	3 3.3	1 .5	6 3.1	1 .5	2 1.0	5 2.6
Respondent	35 8.8	5 4.7	18 10.8	12 9.7	27 10.1	8 6.5	13 14.4	17 8.5	25 12.9	10 4.9	26 12.7	8 4.1
Other household members	27 6.8	6 5.6	13 7.8	8 6.5	19 7.1	8 6.5	9 10.0	13 6.5	15 7.7	12 5.8	17 8.3	10 5.1
Would not be likely to participate	346 86.5	97 90.7	140 83.8	107 86.3	229 85.4	108 87.8	71 78.9	175 87.5	158 81.4	188 91.3	166 81.4	179 91.3
WILDLIFE VIEWING:												
Would be likely to participate	245 61.3	58 54.2	105 62.9	81 65.3	182 67.9	56 45.5	59 65.6	127 63.5	115 59.3	130 63.1	134 65.7	110 56.1
Maybe/Possibly	43 10.8	9 8.4	26 15.6	7 5.6	24 9.0	19 15.4	9 10.0	25 12.5	15 7.7	28 13.6	24 11.8	19 9.7
Respondent	276 69.0	62 57.9	127 76.0	86 69.4	196 73.1	73 59.3	67 74.4	147 73.5	122 62.9	154 74.8	153 75.0	123 62.8
Other household members	234 58.5	50 46.7	106 63.5	76 61.3	166 61.9	61 49.6	58 64.4	125 62.5	105 54.1	129 62.6	130 63.7	104 53.1
Don't know	2 .5	2 1.9	0 -	0 -	2 .7	0 -	0 -	0 -	2 1.0	0 -	2 1.0	0 -
Would not be likely to participate	112 28.0	40 37.4	36 21.6	36 29.0	62 23.1	48 39.0	22 24.4	49 24.5	64 33.0	48 23.3	46 22.5	66 33.7
VISITING INTERPRETIVE CENTRES OR EXHIBITS:												
Would be likely to participate	263 65.8	66 61.7	112 67.1	85 68.5	194 72.4	62 50.4	53 58.9	144 72.0	137 70.6	126 61.2	137 67.2	126 64.3
Maybe/Possibly	42 10.5	10 9.3	21 12.6	11 8.9	19 7.1	23 18.7	18 20.0	14 7.0	16 8.2	25 12.1	20 9.8	22 11.2
Respondent	298 74.5	72 67.3	130 77.8	95 76.6	207 77.2	85 69.1	69 76.7	156 78.0	148 76.3	150 72.8	155 76.0	143 73.0
Other household members	258 64.5	61 57.0	114 68.3	84 67.7	179 66.8	73 59.3	61 67.8	136 68.0	131 67.5	127 61.7	134 65.7	124 63.3
Would not be likely to participate	95 23.8	31 29.0	34 20.4	29 23.4	55 20.5	38 30.9	20 22.2	43 21.5	40 20.6	55 26.7	48 23.5	47 24.0

TABLE 14

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400 100.0	107 100.0	167 100.0	124 100.0	268 100.0	123 100.0	90 100.0	200 100.0	194 100.0	206 100.0	204 100.0	196 100.0
SHOPPING:												
Would be likely to participate	228 57.0	64 59.8	90 53.9	72 58.1	172 64.2	49 39.8	50 55.6	111 55.5	109 56.2	119 57.8	117 57.4	110 56.1
Maybe/Possibly	23 5.8	4 3.7	13 7.8	7 5.6	15 5.6	8 6.5	4 4.4	15 7.5	12 6.2	11 5.3	14 6.9	9 4.6
Respondent	243 60.8	67 62.6	101 60.5	73 58.9	182 67.9	54 43.9	51 56.7	123 61.5	115 59.3	128 62.1	125 61.3	118 60.2
Other household members	211 52.8	53 49.5	86 51.5	69 55.6	157 58.6	47 38.2	46 51.1	110 55.0	102 52.6	108 52.4	111 54.4	99 50.5
Would not be likely to participate	149 37.3	39 36.4	65 38.9	45 36.3	81 30.2	66 53.7	36 40.0	74 37.0	72 37.1	77 37.4	73 35.8	76 38.8
DINING IN RESTAURANTS:												
Would be likely to participate	302 75.5	80 74.8	123 73.7	97 78.2	228 85.1	68 55.3	68 75.6	154 77.0	146 75.3	155 75.2	159 77.9	143 73.0
Maybe/Possibly	29 7.3	4 3.7	22 13.2	3 2.4	8 3.0	21 17.1	9 10.0	16 8.0	20 10.3	9 4.4	13 6.4	16 8.2
Respondent	330 82.5	82 76.6	146 87.4	100 80.6	234 87.3	89 72.4	77 85.6	170 85.0	165 85.1	165 80.1	171 83.8	158 80.6
Other household members	284 71.0	68 63.6	127 76.0	87 70.2	201 75.0	77 62.6	68 75.6	147 73.5	142 73.2	141 68.4	148 72.5	136 69.4
Would not be likely to participate	69 17.3	24 22.4	22 13.2	24 19.4	33 12.3	34 27.6	14 15.6	30 15.0	28 14.4	41 19.9	33 16.2	36 18.4
SKATING:												
Would be likely to participate	94 23.5	19 17.8	38 22.8	36 29.0	83 31.0	9 7.3	23 25.6	53 26.5	53 27.3	41 19.9	61 29.9	34 17.3
Maybe/Possibly	18 4.5	3 2.8	9 5.4	7 5.6	13 4.9	6 4.9	4 4.4	12 6.0	10 5.2	9 4.4	12 5.9	7 3.6
Respondent	103 25.8	19 17.8	42 25.1	41 33.1	87 32.5	13 10.6	25 27.8	59 29.5	59 30.4	43 20.9	68 33.3	35 17.9
Other household members	88 22.0	14 13.1	35 21.0	37 29.8	75 28.0	10 8.1	20 22.2	54 27.0	48 24.7	40 19.4	60 29.4	28 14.3
Would not be likely to participate	287 71.8	85 79.4	121 72.5	81 65.3	173 64.6	108 87.8	64 71.1	136 68.0	131 67.5	156 75.7	132 64.7	155 79.1

TABLE 14

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	1C0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GUIDED SIGHTSEEING BY BUS OR MINI-BUS:												
Would be likely to participate	61 15.3	23 21.5	20 12.0	18 14.5	49 18.3	12 9.8	7 7.8	31 15.5	25 12.9	37 18.0	26 12.7	35 17.9
Maybe/Possibly	32 8.0	7 6.5	17 10.2	8 6.5	21 7.8	11 8.9	9 10.0	16 8.0	10 5.2	22 10.7	12 5.9	20 10.2
Respondent	90 22.5	30 28.0	35 21.0	24 19.4	67 25.0	22 17.9	16 17.8	44 22.0	34 17.5	56 27.2	37 18.1	54 27.6
Other household members	78 19.5	23 21.5	31 18.6	24 19.4	59 22.0	18 14.6	15 16.7	40 20.0	30 15.5	47 22.8	31 15.2	47 24.0
Would not be likely to participate	306 76.5	77 72.0	131 78.4	97 78.2	198 73.9	100 81.3	74 82.2	153 76.5	159 82.0	147 71.4	166 81.4	141 71.9

TABLE 15

Q.15A WHETHER HOUSEHOLD MEMBERS WOULD BE INTERESTED IN PARTICIPATING
IN VARIOUS ACTIVITIES IF AVAILABLE IN THE CANMORE AREA.

Base: Total respondents

		ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE INTERESTED:								
	TOTAL	GOLFING	CROSS-COUNTRY SKIING	CAMPING	HIKING BACK PACKING	SWIMMING	BOATING CANOEING	SPORT FISHING	MOUNTAIN BIKING	CYCLING
Base for Percentages - Actual	400	175	161	269	255	224	229	167	136	172
Base for Percentages - Weighted	400	183	158	253	241	209	213	174	118	158
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE INTERESTED:										
Golfing	183 45.8	183 100.0	88 55.7	119 47.0	121 50.2	102 48.8	109 51.2	88 50.6	64 54.2	90 57.0
Cross-country skiing	158 39.5	88 48.1	158 100.0	116 45.8	128 53.1	96 45.9	100 46.9	77 44.3	68 57.6	89 56.3
Camping	253 63.3	119 65.0	116 73.4	253 100.0	193 80.1	165 78.9	168 78.9	138 79.3	104 88.1	131 82.9
Hiking or backpacking	241 60.3	121 66.1	128 81.0	193 76.3	241 100.0	152 72.7	147 69.0	115 66.1	97 82.2	135 85.4
Swimming	209 52.3	102 55.7	96 60.8	165 65.2	152 63.1	209 100.0	146 68.5	108 62.1	79 66.9	113 71.5
Boating, canoeing or other water sports	213 53.3	109 59.6	100 63.3	168 66.4	147 61.0	146 69.9	213 100.0	119 68.4	86 72.9	110 69.6
Sportfishing	174 43.5	88 48.1	77 48.7	138 54.5	115 47.7	108 51.7	119 55.9	174 100.0	58 49.2	81 51.3
Mountain biking	118 29.5	64 35.0	68 43.0	104 41.1	97 40.2	79 37.8	86 40.4	58 33.3	118 100.0	83 52.5
Cycling	158 39.5	90 49.2	89 56.3	131 51.8	135 56.0	113 54.1	110 51.6	81 46.6	83 70.3	158 100.0
Tennis	88 22.0	57 31.1	51 32.3	69 27.3	64 26.6	60 28.7	68 31.9	39 22.4	38 32.2	53 33.5
Programmed outdoor activities	135 33.8	74 40.4	68 43.0	110 43.5	100 41.5	95 45.5	91 42.7	79 45.4	50 42.4	74 46.8
Horseback riding	175 43.8	94 51.4	84 53.2	143 56.5	135 56.0	116 55.5	120 56.3	87 50.0	75 63.6	91 57.6
Hunting	54 13.5	33 18.0	22 13.9	46 18.2	44 18.3	37 17.7	38 17.8	43 24.7	19 16.1	29 18.4
Wildlife viewing	288 72.0	134 73.2	134 84.8	204 80.6	203 84.2	174 83.3	164 77.0	141 81.0	97 82.2	126 79.7
Visiting interpretive centres or exhibits	305 76.3	152 83.1	139 88.0	213 84.2	203 84.2	174 83.3	170 79.8	146 83.9	99 83.9	141 89.2
Shopping	251 62.8	126 68.9	104 65.8	168 66.4	155 64.3	166 79.4	148 69.5	117 67.2	82 69.5	118 74.7
Dining in restaurants	331 82.8	166 90.7	144 91.1	219 86.6	211 87.6	191 91.4	185 86.9	155 89.1	104 88.1	146 92.4
Skating	113 28.3	72 39.3	62 39.2	96 37.9	91 37.8	99 47.4	78 36.6	61 35.1	61 51.7	76 48.1
Guided sightseeing by bus or mini-bus	94 23.5	41 22.4	36 22.8	51 20.2	45 18.7	52 24.9	51 23.9	39 22.4	22 18.6	36 22.8

TABLE 16

Q.15A WHETHER HOUSEHOLD MEMBERS WOULD BE INTERESTED IN PARTICIPATING IN VARIOUS ACTIVITIES IF AVAILABLE IN THE CANMORE AREA.

Base: Total respondents

ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE INTERESTED:

	TOTAL	TENNIS	P'GRAM'D OUTDOOR ACTIV'S	HORSE BACK RIDING	HUNTING	WILDLIFE VIEWING	VISITING CENTRES/ EXHIBITS	SHOPPING	DINING	SKATING	GUIDED SIGHT SEEING
Base for Percentages - Actual	400	92	141	191	52	289	310	253	331	126	90
Base for Percentages - Weighted	400 100.0	88 100.0	135 100.0	175 100.0	54 100.0	288 100.0	305 100.0	251 100.0	331 100.0	113 100.0	94 100.0
ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE INTERESTED:											
Golfing	183 45.8	57 64.8	74 54.8	94 53.7	33 61.1	134 46.5	152 49.8	126 50.2	166 50.2	72 63.7	41 43.6
Cross-country skiing	158 39.5	51 58.0	68 50.4	84 48.0	22 40.7	134 46.5	139 45.6	104 41.4	144 43.5	62 54.9	36 38.3
Camping	253 63.3	69 78.4	110 81.5	143 81.7	46 85.2	204 70.8	213 69.8	168 66.9	219 66.2	96 85.0	51 54.3
Hiking or backpacking	241 60.3	64 72.7	100 74.1	135 77.1	44 81.5	203 70.5	203 66.6	155 61.8	211 63.7	91 80.5	45 47.9
Swimming	209 52.3	60 68.2	95 70.4	116 66.3	37 68.5	174 60.4	174 57.0	166 66.1	191 57.7	99 87.6	52 55.3
Boating, canoeing or other water sports	213 53.3	68 77.3	91 67.4	120 68.6	38 70.4	164 56.9	170 55.7	148 59.0	185 55.9	78 69.0	51 54.3
Sportfishing	174 43.5	39 44.3	79 58.5	87 49.7	43 79.6	141 49.0	146 47.9	117 46.6	155 46.8	61 54.0	39 41.5
Mountain biking	118 29.5	38 43.2	50 37.0	75 42.9	19 35.2	97 33.7	99 32.5	82 32.7	104 31.4	61 54.0	22 23.4
Cycling	158 39.5	53 60.2	74 54.8	91 52.0	29 53.7	126 43.8	141 46.2	118 47.0	146 44.1	76 67.3	36 38.3
Tennis	88 22.0	88 100.0	38 28.1	53 30.3	16 29.6	67 23.3	70 23.0	63 25.1	82 24.8	33 29.2	23 24.5
Programmed outdoor activities	135 33.8	38 43.2	135 100.0	83 47.4	22 40.7	120 41.7	125 41.0	98 39.0	124 37.5	63 55.8	53 56.4
Horseback riding	175 43.8	53 60.2	83 61.5	175 100.0	31 57.4	144 50.0	141 46.2	114 45.4	156 47.1	79 69.9	42 44.7
Hunting	54 13.5	16 18.2	22 16.3	31 17.7	54 100.0	42 14.6	43 14.1	35 13.9	44 13.3	23 20.4	11 11.7
Wildlife viewing	288 72.0	67 76.1	120 88.9	144 82.3	42 77.8	288 100.0	249 81.6	195 77.7	254 76.7	95 84.1	77 81.9
Visiting interpretive centres or exhibits	305 76.3	70 79.5	125 92.6	141 80.6	43 79.6	249 86.5	305 100.0	210 83.7	272 82.2	102 90.3	86 91.5
Shopping	251 62.8	63 71.6	98 72.6	114 65.1	35 64.8	195 67.7	210 68.9	251 100.0	241 72.8	86 76.1	74 78.7
Dining in restaurants	331 82.8	82 93.2	124 91.9	156 89.1	44 81.5	254 88.2	272 89.2	241 96.0	331 100.0	105 92.9	82 87.2
Skating	113 28.3	33 37.5	63 46.7	79 45.1	23 42.6	95 33.0	102 33.4	86 34.3	105 31.7	113 100.0	28 29.8
Guided sightseeing by bus or mini-bus	94 23.5	23 26.1	53 39.3	42 24.0	11 20.4	77 26.7	86 28.2	74 29.5	82 24.8	28 24.8	94 100.0

TABLE 17

Q.15C OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA:												
Campsite activities	2 .5	1 .5	1 .5	0 -	2 1.0	2 1.6	0 -	2 .8	0 -	2 1.2	0 -	0 -
Climbing/Rock climbing	5 1.3	5 2.5	0 -	4 2.1	1 .5	0 -	4 1.7	4 1.5	1 .7	1 .6	1 1.1	3 2.8
Walking/Running trails/paths	4 1.0	3 1.5	1 .5	1 .5	3 1.5	0 -	3 1.3	3 1.1	1 .7	0 -	1 1.1	1 .9
Motorcycling	6 1.5	3 1.5	3 1.5	5 2.6	1 .5	1 .8	5 2.1	4 1.5	2 1.5	1 .6	1 1.1	2 1.9
Water sports (waterskiing/windsurfing/sailing)	10 2.5	4 2.0	5 2.5	6 3.1	3 1.5	1 .8	8 3.4	6 2.3	3 2.2	5 2.9	2 2.2	2 1.9
Winter sports (downhill skiing)	8 2.0	5 2.5	3 1.5	3 1.6	6 2.9	1 .8	8 3.4	3 1.1	5 3.7	3 1.7	3 3.3	3 2.8
Helicopter activity/Balloon rides/Sky diving/Handgliding	6 1.5	3 1.5	2 1.0	4 2.1	2 1.0	1 .8	4 1.7	5 1.9	1 .7	0 -	1 1.1	5 4.7
Indoor sports (basketball/volleyball/bowling/curling/squash)	11 2.8	7 3.5	4 2.0	7 3.7	4 2.0	3 2.4	8 3.4	6 2.3	4 2.9	3 1.7	2 2.2	4 3.8
Outdoor sports (soccer/baseball)	10 2.5	4 2.0	6 3.0	5 2.6	5 2.4	2 1.6	7 2.9	7 2.7	3 2.2	2 1.2	3 3.3	4 3.8
Nature/Wilderness-type/Nature watching	9 2.3	6 3.0	3 1.5	4 2.1	5 2.4	3 2.4	6 2.5	8 3.0	1 .7	6 3.5	0 -	2 1.9
Miniature golf	2 .5	2 1.0	0 -	2 1.0	0 -	0 -	2 .8	1 .4	1 .7	0 -	1 1.1	1 .9
Arts/Arts centre/Photography/Craft exhibits	4 1.0	1 .5	3 1.5	1 .5	2 1.0	1 .8	2 .8	4 1.5	0 -	2 1.2	0 -	2 1.9
Movie theatre/Live theatre/Theatre	4 1.0	1 .5	3 1.5	2 1.0	2 1.0	1 .8	3 1.3	3 1.1	1 .7	1 .6	1 1.1	2 1.9
Socializing (talking/card playing/tea rooms)	6 1.5	2 1.0	4 2.0	0 -	5 2.4	4 3.2	0 -	6 2.3	0 -	1 .6	0 -	4 3.8
Family oriented activities/events	4 1.0	2 1.0	2 1.0	2 1.0	2 1.0	1 .8	2 .8	0 -	4 2.9	1 .6	3 3.3	0 -
Sightseeing	1 .3	1 .5	0 -	1 .5	0 -	1 .8	0 -	0 -	1 .7	1 .6	0 -	0 -
Amusement park/Children's amusement park	1 .3	1 .5	0 -	0 -	1 .5	0 -	1 .4	1 .4	0 -	1 .6	0 -	0 -
Historical sights/exhibits	2 .5	0 -	2 1.0	2 1.0	0 -	1 .8	1 .4	2 .8	0 -	2 1.2	0 -	0 -
Miscellaneous other mentions	11 2.8	6 3.0	5 2.5	4 2.1	7 3.4	2 1.6	6 2.5	11 4.2	0 -	7 4.0	0 -	3 2.8
None/No other activities	265	130	135	125	136	83	159	173	92	114	58	71

TABLE 17

Q.15C OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA:												
Don't know	57	29	28	31	26	23	27	38	20	27	17	11
	14.3	14.6	13.9	16.2	12.7	18.4	11.3	14.4	14.7	15.6	18.7	10.4

TABLE 17

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.15C OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA:												
Campsite activities	2 .5	0 -	1 .6	1 .8	2 .7	0 -	0 -	2 1.0	0 -	2 1.0	2 1.0	0 -
Climbing/Rock climbing	5 1.3	0 -	1 .6	3 2.4	5 1.9	0 -	0 -	4 2.0	5 2.6	0 -	3 1.5	2 1.0
Walking/Running trails/paths	4 1.0	2 1.9	0 -	2 1.6	3 1.1	1 .8	1 1.1	1 .5	4 2.1	0 -	1 .5	3 1.5
Motorcycling	6 1.5	3 2.8	1 .6	2 1.6	5 1.9	1 .8	0 -	3 1.5	4 2.1	2 1.0	3 1.5	3 1.5
Water sports (waterskiing/windsurfing/sailing)	10 2.5	3 2.8	3 1.8	4 3.2	8 3.0	2 1.6	0 -	7 3.5	5 2.6	5 2.4	5 2.5	4 2.0
Winter sports (downhill skiing)	8 2.0	2 1.9	3 1.8	3 2.4	7 2.6	2 1.6	2 2.2	5 2.5	4 2.1	4 1.9	5 2.5	3 1.5
Helicopter activity/Balloon rides/Sky diving/Handgliding	6 1.5	1 .9	1 .6	3 2.4	6 2.2	0 -	0 -	5 2.5	3 1.5	2 1.0	5 2.5	1 .5
Indoor sports (basketball/volleyball/bowling/curling/squash)	11 2.8	3 2.8	1 .6	7 5.6	11 4.1	0 -	1 1.1	7 3.5	3 1.5	7 3.4	5 2.5	6 3.1
Outdoor sports (soccer/baseball)	10 2.5	1 .9	2 1.2	6 4.8	8 3.0	1 .8	1 1.1	8 4.0	5 2.6	5 2.4	5 2.5	5 2.6
Nature/Wilderness-type/Nature watching	9 2.3	2 1.9	4 2.4	3 2.4	6 2.2	3 2.4	1 1.1	6 3.0	4 2.1	5 2.4	3 1.5	6 3.1
Miniature golf	2 .5	0 -	1 .6	1 .8	2 .7	0 -	1 1.1	1 .5	1 .5	1 .5	1 .5	1 .5
Arts/Arts centre/Photography/Craft exhibits	4 1.0	2 1.9	2 1.2	0 -	3 1.1	1 .8	1 1.1	1 .5	2 1.0	2 1.0	1 .5	3 1.5
Movie theatre/Live theatre/Theatre	4 1.0	2 1.9	1 .6	1 .8	4 1.5	0 -	0 -	2 1.0	3 1.5	1 .5	0 -	4 2.0
Socializing (talking/card playing/tea rooms)	6 1.5	1 .9	1 .6	3 2.4	4 1.5	1 .8	0 -	4 2.0	0 -	6 2.9	2 1.0	4 2.0
Family oriented activities/events	4 1.0	0 -	2 1.2	2 1.6	3 1.1	1 .8	1 1.1	3 1.5	2 1.0	2 1.0	2 1.0	2 1.0
Sightseeing	1 .3	0 -	1 .6	0 -	1 .4	0 -	0 -	1 .5	0 -	1 .5	0 -	1 .5
Amusement park/Children's amusement park	1 .3	0 -	0 -	1 .8	1 .4	0 -	0 -	1 .5	1 .5	0 -	1 .5	0 -
Historical sights/exhibits	2 .5	1 .9	0 -	1 .8	2 .7	0 -	0 -	1 .5	1 .5	1 .5	0 -	2 1.0
Miscellaneous other mentions	11 2.8	2 1.9	6 3.6	3 2.4	6 2.2	4 3.3	3 3.3	6 3.0	7 3.6	4 1.9	7 3.4	4 2.0
None/No other activities	265	72	123	70	167	94	65	127	135	130	134	131

TABLE 17

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.15C OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER TYPES OF RECREATIONAL ACTIVITIES LIKELY TO PARTICIPATE IN NEAR THE CANMORE AREA:												
Don't know	57	16	19	21	39	14	16	24	19	38	31	26
	14.3	15.0	11.4	16.9	14.6	11.4	17.8	12.0	9.8	18.4	15.2	13.3

TABLE 18

Q.16 TYPES OF GOLF COURSES LIKELY TO USE IN THE CANMORE AREA.

Base: Total respondents likely or maybe/possibly likely to golf in the Canmore area

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	175	94	81	88	86	42	122	116	59	69	39	57
Base for Percentages - Weighted	183	97	86	84	98	43	128	124	58	88	36	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TYPES OF GOLF COURSES LIKELY TO USE IN THE CANMORE AREA:												
A Par 3 course	38	15	23	14	24	8	26	23	15	14	7	13
	20.8	15.5	26.7	16.7	24.5	18.6	20.3	18.5	25.9	15.9	19.4	26.0
A regular 18 hole course	140	81	59	58	81	33	97	93	47	72	31	33
	76.5	83.5	68.6	69.0	82.7	76.7	75.8	75.0	81.0	81.8	86.1	66.0
A more difficult championship course	37	26	11	22	15	5	31	25	12	12	9	17
	20.2	26.8	12.8	26.2	15.3	11.6	24.2	20.2	20.7	13.6	25.0	34.0
None/Don't know	6	0	6	5	2	1	6	4	3	4	1	0
	3.3	-	7.0	6.0	2.0	2.3	4.7	3.2	5.2	4.5	2.8	-

Q.16 TYPES OF GOLF COURSES LIKELY TO USE IN THE CANMORE AREA.

Base: Total respondents likely or maybe/possibly likely to golf in the Canmore area

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	175	42	70	63	127	44	43	89	150	25	90	85
Base for Percentages - Weighted	183	44	76	63	126	52	45	94	156	27	91	92
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TYPES OF GOLF COURSES LIKELY TO USE IN THE CANMORE AREA:												
A Par 3 course	38	13	9	15	30	8	7	17	34	4	18	20
	20.8	29.5	11.8	23.8	23.8	15.4	15.6	18.1	21.8	14.8	19.8	21.7
A regular 18 hole course	140	30	63	48	92	44	35	75	123	17	67	73
	76.5	68.2	82.9	76.2	73.0	84.6	77.8	79.8	78.8	63.0	73.6	79.3
A more difficult championship course	37	4	19	15	30	7	11	22	37	0	22	16
	20.2	9.1	25.0	23.8	23.8	13.5	24.4	23.4	23.7	-	24.2	17.4
None/Don't know	6	3	3	1	5	1	0	4	1	5	2	4
	3.3	6.8	3.9	1.6	4.0	1.9	-	4.3	.6	18.5	2.2	4.3

TABLE 19

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.17 TYPES OF ACCOMMODATION LIKELY TO USE IF STAYING IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
WILDERNESS CAMPSITES:												
Likely to use	196 49.0	104 52.3	92 45.8	119 62.3	76 37.1	67 53.6	116 48.7	119 45.1	77 56.6	69 39.9	54 59.3	60 56.6
Maybe/Possibly	31 7.8	13 6.5	18 9.0	17 8.9	13 6.3	8 6.4	22 9.2	20 7.6	11 8.1	12 6.9	8 8.8	7 6.6
Not likely to use	173 43.3	83 41.7	91 45.3	55 28.8	116 56.6	49 39.2	100 42.0	126 47.7	48 35.3	92 53.2	29 31.9	39 36.8
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SEMI-SERVICED CAMPSITES:												
Likely to use	210 52.5	99 49.7	111 55.2	130 68.1	79 38.5	63 50.4	127 53.4	116 43.9	94 69.1	80 46.2	67 73.6	50 47.2
Maybe/Possibly	16 4.0	7 3.5	8 4.0	8 4.2	7 3.4	8 6.4	8 3.4	8 3.0	8 5.9	4 2.3	7 7.7	3 2.8
Not likely to use	174 43.5	93 46.7	81 40.3	53 27.7	119 58.0	54 43.2	103 43.3	140 53.0	34 25.0	89 51.4	17 18.7	54 50.9
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FULLY-SERVICED CAMPSITES WITH FACILITIES FOR RECREATIONAL VEHICLES:												
Likely to use	144 36.0	60 30.2	84 41.8	80 41.9	61 29.8	48 38.4	84 35.3	78 29.5	66 48.5	54 31.2	46 50.5	37 34.9
Maybe/Possibly	19 4.8	7 3.5	12 6.0	8 4.2	11 5.4	3 2.4	14 5.9	9 3.4	11 8.1	9 5.2	9 9.9	1 .9
Not likely to use	236 59.0	132 66.3	104 51.7	103 53.9	132 64.4	74 59.2	140 58.8	177 67.0	58 42.6	111 64.2	37 40.7	68 64.2
Don't know	1 .3	1 .5	0 -	0 -	1 .5	0 -	0 -	0 -	1 .7	0 -	0 -	0 -
RENTED CABINS OR CHALETS:												
Likely to use	220 55.0	96 48.2	124 61.7	111 58.1	107 52.2	72 57.6	134 56.3	142 53.8	78 57.4	90 52.0	49 53.8	66 62.3
Maybe/Possibly	56 14.0	26 13.1	30 14.9	26 13.6	30 14.6	11 8.8	37 15.5	39 14.8	17 12.5	29 16.8	11 12.1	16 15.1
Not likely to use	124 31.0	77 38.7	46 22.9	54 28.3	68 33.2	42 33.6	67 28.2	83 31.4	41 30.1	55 31.8	31 34.1	25 23.6
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

TABLE 19

Q.17 TYPES OF ACCOMMODATION LIKELY TO USE IF STAYING IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	269 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
OWNED CABINS OR CONDOMINIUMS:												
Likely to use	83 20.8	35 17.6	48 23.9	39 20.4	43 21.0	24 19.2	52 21.8	47 17.8	36 26.5	35 20.2	21 23.1	23 21.7
Maybe/Possibly	25 6.3	19 9.5	6 3.0	9 4.7	16 7.8	3 2.4	22 9.2	15 5.7	10 7.4	10 5.8	8 8.8	6 5.7
Not likely to use	292 73.0	145 72.9	147 73.1	143 74.9	146 71.2	97 77.6	164 68.9	202 76.5	90 66.2	128 74.0	62 68.1	77 72.6
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
MOTELS OR BUDGET HOTELS UNDER $40:												
Likely to use	183 45.8	90 45.2	93 46.3	84 44.0	99 48.3	72 57.6	102 42.9	118 44.7	65 47.8	70 40.5	45 49.5	53 50.0
Maybe/Possibly	52 13.0	27 13.6	25 12.4	28 14.7	23 11.2	17 13.6	27 11.3	30 11.4	21 15.4	25 14.5	12 13.2	12 11.3
Not likely to use	164 41.0	81 40.7	83 41.3	80 41.9	81 39.5	36 28.8	108 45.4	116 43.9	48 35.3	76 43.9	34 37.4	41 38.7
Don't know	2 .5	2 1.0	0 -	0 -	2 1.0	0 -	2 .8	0 -	2 1.5	2 1.2	0 -	0 -
MID-PRICE HOTELS:												
Likely to use	228 57.0	106 53.3	122 60.7	103 53.9	123 60.0	77 61.6	131 55.0	147 55.7	81 59.6	106 61.3	53 58.2	55 51.9
Maybe/Possibly	40 10.0	26 13.1	14 7.0	16 8.4	22 10.7	8 6.4	31 13.0	25 9.5	15 11.0	19 11.0	10 11.0	9 8.5
Not likely to use	132 33.0	68 34.2	64 31.8	71 37.2	60 29.3	40 32.0	76 31.9	92 34.8	40 29.4	49 28.3	28 30.8	42 39.6
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
LUXURY OR 4-STAR HOTELS OR RESORTS:												
Likely to use	79 19.8	39 19.6	40 19.9	35 18.3	43 21.0	17 13.6	53 22.3	56 21.2	23 16.9	37 21.4	12 13.2	23 21.7
Maybe/Possibly	40 10.0	25 12.6	14 7.0	22 11.5	17 8.3	7 5.6	27 11.3	22 8.3	17 12.5	17 9.8	12 13.2	9 8.5
Not likely to use	281 70.3	135 67.8	147 73.1	134 70.2	145 70.7	100 80.0	158 66.4	185 70.1	96 70.6	120 69.4	67 73.6	74 69.8
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

TABLE 19

Q.17 TYPES OF ACCOMMODATION LIKELY TO USE IF STAYING IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TIME SHARE UNITS:												
Likely to use	47	23	24	25	22	24	22	29	18	15	12	18
	11.8	11.6	11.9	13.1	10.7	19.2	9.2	11.0	13.2	8.7	13.2	17.0
Maybe/Possibly	15	7	8	10	5	6	7	7	8	6	6	4
	3.8	3.5	4.0	5.2	2.4	4.8	2.9	2.7	5.9	3.5	6.6	3.8
Not likely to use	337	170	167	156	176	94	207	227	110	152	73	85
	84.3	85.4	83.1	81.7	85.9	75.2	87.0	86.0	80.9	87.9	80.2	80.2
Don't know	1	0	1	0	1	0	1	1	0	1	0	0
	.3	-	.5	-	.5	-	.4	.4	-	.6	-	-

TABLE 19

Q.17 TYPES OF ACCOMMODATION LIKELY TO USE IF STAYING IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
WILDERNESS CAMPSITES:												
Likely to use	196 49.0	44 41.1	80 47.9	70 56.5	150 56.0	40 32.5	41 45.6	110 55.0	92 47.4	104 50.5	148 72.5	48 24.5
Maybe/Possibly	31 7.8	5 4.7	20 12.0	6 4.8	18 6.7	13 10.6	7 7.8	19 9.5	18 9.3	12 5.8	14 6.9	17 8.7
Not likely to use	173 43.3	58 54.2	68 40.7	47 37.9	100 37.3	70 56.9	42 46.7	71 35.5	83 42.8	90 43.7	42 20.6	131 66.8
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SEMI-SERVICED CAMPSITES:												
Likely to use	210 52.5	49 45.8	88 52.7	73 58.9	168 62.7	37 30.1	51 56.7	110 55.0	105 54.1	105 51.0	153 75.0	58 29.6
Maybe/Possibly	16 4.0	4 3.7	9 5.4	3 2.4	10 3.7	4 3.3	4 4.4	8 4.0	6 3.1	10 4.9	8 3.9	7 3.6
Not likely to use	174 43.5	54 50.5	70 41.9	49 39.5	90 33.6	81 65.9	36 40.0	83 41.5	83 42.8	91 44.2	43 21.1	131 66.8
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FULLY-SERVICED CAMPSITES WITH FACILITIES FOR RECREATIONAL VEHICLES:												
Likely to use	144 36.0	35 32.7	56 33.5	52 41.9	122 45.5	21 17.1	39 43.3	70 35.0	69 35.6	75 36.4	103 50.5	41 20.9
Maybe/Possibly	19 4.8	4 3.7	10 6.0	5 4.0	12 4.5	8 6.5	4 4.4	11 5.5	12 6.2	7 3.4	7 3.4	12 6.1
Not likely to use	236 59.0	67 62.6	101 60.5	67 54.0	134 50.0	94 76.4	48 53.3	119 59.5	112 57.7	124 60.2	94 46.1	142 72.4
Don't know	1 .3	1 .9	0 -	0 -	0 -	1 .8	0 -	0 -	1 .5	0 -	0 -	1 .5
RENTED CABINS OR CHALETS:												
Likely to use	220 55.0	65 60.7	84 50.3	70 56.5	159 59.3	57 46.3	40 44.4	115 57.5	108 55.7	112 54.4	111 54.4	109 55.6
Maybe/Possibly	56 14.0	11 10.3	34 20.4	12 9.7	36 13.4	19 15.4	17 18.9	28 14.0	31 16.0	25 12.1	29 14.2	27 13.8
Not likely to use	124 31.0	31 29.0	50 29.9	43 34.7	73 27.2	47 38.2	33 36.7	57 28.5	55 28.4	68 33.0	64 31.4	59 30.1
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

TABLE 19

Q.17 TYPES OF ACCOMMODATION LIKELY TO USE IF STAYING IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
OWNED CABINS OR CONDOMINIUMS:												
Likely to use	83 20.8	21 19.6	34 20.4	27 21.8	63 23.5	16 13.0	16 17.8	45 22.5	43 22.2	40 19.4	42 20.6	41 20.9
Maybe/Possibly	25 6.3	5 4.7	15 9.0	5 4.0	18 6.7	7 5.7	3 3.3	17 8.5	13 6.7	12 5.8	11 5.4	14 7.1
Not likely to use	292 73.0	81 75.7	119 71.3	92 74.2	187 69.8	100 81.3	71 78.9	138 69.0	138 71.1	154 74.8	151 74.0	141 71.9
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
MOTELS OR BUDGET HOTELS UNDER $40:												
Likely to use	183 45.8	59 55.1	77 46.1	47 37.9	129 48.1	49 39.8	45 50.0	76 38.0	100 51.5	82 39.8	89 43.6	94 48.0
Maybe/Possibly	52 13.0	11 10.3	23 13.8	18 14.5	33 12.3	16 13.0	12 13.3	29 14.5	24 12.4	28 13.6	25 12.3	26 13.3
Not likely to use	164 41.0	37 34.6	66 39.5	60 48.4	107 39.9	55 44.7	33 36.7	94 47.0	68 35.1	96 46.6	91 44.6	73 37.2
Don't know	2 .5	0 -	2 1.2	0 -	0 -	2 1.6	0 -	2 1.0	2 1.0	0 -	0 -	2 1.0
MID-PRICE HOTELS:												
Likely to use	228 57.0	64 59.8	95 56.9	67 54.0	161 60.1	62 50.4	40 44.4	123 61.5	107 55.2	121 58.7	120 58.8	108 55.1
Maybe/Possibly	40 10.0	8 7.5	21 12.6	11 8.9	25 9.3	12 9.8	12 13.3	20 10.0	24 12.4	16 7.8	15 7.4	25 12.8
Not likely to use	132 33.0	35 32.7	51 30.5	46 37.1	82 30.6	48 39.0	39 43.3	58 29.0	64 33.0	69 33.5	70 34.3	63 32.1
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
LUXURY OR 4-STAR HOTELS OR RESORTS:												
Likely to use	79 19.8	27 25.2	35 21.0	15 12.1	60 22.4	18 14.6	17 18.9	34 17.0	44 22.7	35 17.0	30 14.7	49 25.0
Maybe/Possibly	40 10.0	8 7.5	17 10.2	14 11.3	29 10.8	9 7.3	13 14.4	19 9.5	21 10.8	18 8.7	21 10.3	19 9.7
Not likely to use	281 70.3	72 67.3	114 68.3	95 76.6	179 66.8	96 78.0	61 67.8	148 74.0	129 66.5	152 73.8	153 75.0	128 65.3
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

TABLE 19

Q.17 TYPES OF ACCOMMODATION LIKELY TO USE IF STAYING IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TIME SHARE UNITS:												
Likely to use	47	12	21	14	35	11	7	26	22	25	25	22
	11.8	11.2	12.6	11.3	13.1	8.9	7.8	13.0	11.3	12.1	12.3	11.2
Maybe/Possibly	15	1	9	3	11	2	3	11	4	11	12	3
	3.8	.9	5.4	2.4	4.1	1.6	3.3	5.5	2.1	5.3	5.9	1.5
Not likely to use	337	94	136	107	222	108	80	163	166	170	168	169
	84.3	87.9	81.4	86.3	82.8	87.8	88.9	81.5	85.6	82.5	82.4	86.2
Don't know	1	0	1	0	0	1	0	1	1	0	0	1
	.3	-	.6	-	-	.8	-	.5	.5	-	-	.5

TABLE 20

Q.18 LIKELIHOOD OF STAYING IN CANMORE IF FACILITIES AND RECREATIONAL ACTIVITIES LIKE THE ONES DISCUSSED WERE AVAILABLE.
Q.20 SEASONS DURING WHICH WOULD BE LIKELY TO STAY IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
LIKELIHOOD OF STAYING IN CANMORE:												
Very likely.........................x 4	104 26.0	61 30.7	43 21.4	49 25.7	55 26.8	28 22.4	67 28.2	62 23.5	43 31.6	41 23.7	31 34.1	26 24.5
Fairly likely.......................x 3	164 41.0	75 37.7	89 44.3	99 51.8	62 30.2	61 48.8	96 40.3	108 40.9	56 41.2	73 42.2	41 45.1	41 38.7
Not very likely.....................x 2	66 16.5	36 18.1	30 14.9	22 11.5	44 21.5	17 13.6	37 15.5	48 18.2	17 12.5	27 15.6	17 18.7	18 17.0
Not at all likely...................x 1	57 14.3	23 11.6	34 16.9	19 9.9	37 18.0	15 12.0	36 15.1	41 15.5	16 11.8	28 16.2	2 2.2	19 17.9
Don't know	9 2.3	5 2.5	4 2.0	2 1.0	7 3.4	4 3.2	3 1.3	5 1.9	4 2.9	6 3.5	1 1.1	1 .9
*MEAN *STANDARD DEVIATION *STANDARD ERROR	2.81 .99 .050	2.90 .98 .071	2.72 .99 .070	2.94 .88 .061	2.69 1.07 .079	2.84 .92 .079	2.83 1.01 .067	2.73 .99 .062	2.95 .96 .082	2.75 1.00 .086	3.11 .77 .078	2.72 1.04 .091
SEASONS DURING WHICH WOULD BE LIKELY TO STAY IN THE CANMORE AREA:												
Base: Very or fairly likely to visit and stay in the Canmore area	283 268	139 136	144 132	164 148	116 117	106 89	162 163	175 170	108 98	95 113	80 71	88 68
Spring	127 47.4	60 44.1	67 50.8	70 47.3	55 47.0	45 50.6	73 44.8	77 45.3	50 51.0	51 45.1	34 47.9	36 52.9
Summer	231 86.2	126 92.6	105 79.5	131 88.5	97 82.9	79 88.8	139 85.3	145 85.3	86 87.8	96 85.0	64 90.1	57 83.8
Fall	116 43.3	54 39.7	62 47.0	52 35.1	62 53.0	35 39.3	72 44.2	78 45.9	38 38.8	51 45.1	28 39.4	33 48.5
Winter	85 31.7	42 30.9	43 32.6	43 29.1	42 35.9	25 28.1	53 32.5	53 31.2	32 32.7	31 27.4	25 35.2	27 39.7
Don't know	2 .7	2 1.5	0 -	0 -	1 .9	0 -	0 -	2 1.2	0 -	1 .9	0 -	0 -

Q.18 LIKELIHOOD OF STAYING IN CANMORE IF FACILITIES AND RECREATIONAL ACTIVITIES LIKE THE ONES DISCUSSED WERE AVAILABLE.
Q.20 SEASONS DURING WHICH WOULD BE LIKELY TO STAY IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF STAYING IN CANMORE:												
Very likely..........................x 4	104 26.0	25 23.4	28 16.8	52 41.9	104 38.8	0 -	16 17.8	63 31.5	52 26.8	52 25.2	62 30.4	43 21.9
Fairly likely........................x 3	164 41.0	39 36.4	73 43.7	50 40.3	164 61.2	0 -	41 45.6	82 41.0	75 38.7	90 43.7	96 47.1	68 34.7
Not very likely......................x 2	66 16.5	19 17.8	38 22.8	9 7.3	0 -	66 53.7	17 18.9	31 15.5	36 18.6	30 14.6	30 14.7	36 18.4
Not at all likely....................x 1	57 14.3	22 20.6	25 15.0	10 8.1	0 -	57 46.3	12 13.3	23 11.5	28 14.4	29 14.1	12 5.9	45 23.0
Don't know	9 2.3	2 1.9	3 1.8	4 3.2	0 -	0 -	5 5.6	2 1.0	3 1.5	6 2.9	5 2.5	4 2.0
*MEAN	2.81	2.65	2.63	3.20	3.39	1.54	2.71	2.94	2.79	2.82	3.03	2.57
*STANDARD DEVIATION	.99	1.06	.94	.89	.49	.50	.92	.96	1.00	.98	.84	1.08
*STANDARD ERROR	.050	.101	.075	.080	.029	.048	.101	.069	.074	.068	.059	.078
SEASONS DURING WHICH WOULD BE LIKELY TO STAY IN THE CANMORE AREA:												
Base: Very or fairly likely to visit and stay in the Canmore area	283 268	71 64	106 101	105 101	283 268	0 0	57 57	153 145	131 127	152 141	166 157	117 111
Spring	127 47.4	27 42.2	40 39.6	58 57.4	127 47.4	0 -	16 28.1	84 57.9	65 51.2	62 44.0	77 49.0	50 45.0
Summer	231 86.2	54 84.4	87 86.1	89 88.1	231 86.2	0 -	54 94.7	122 84.1	114 89.8	117 83.0	142 90.4	89 80.2
Fall	116 43.3	24 37.5	41 40.6	50 49.5	116 43.3	0 -	14 24.6	78 53.8	60 47.2	56 39.7	67 42.7	49 44.1
Winter	85 31.7	18 28.1	26 25.7	40 39.6	85 31.7	0 -	9 15.8	59 40.7	48 37.8	37 26.2	52 33.1	33 29.7
Don't know	2 .7	0 -	0 -	1 1.0	2 .7	0 -	0 -	1 .7	0 -	2 1.4	0 -	1 .9

Q.19 FACILITIES OR SERVICES WHICH WOULD INCREASE INTEREST
IN VISITING THE CANMORE AREA.

Base: Total respondents not very or not at all likely
to visit and stay in the Canmore area

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	110	53	57	43	66	30	62	80	30	40	18	40
Base for Percentages - Weighted	123	59	64	41	81	32	72	90	33	55	19	37
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FACILITIES OR SERVICES WHICH WOULD INCREASE INTEREST IN VISITING THE CANMORE AREA:												
Camping/More camping facilities	4 3.3	2 3.4	2 3.1	1 2.4	3 3.7	0 -	4 5.6	1 1.1	3 9.1	2 3.6	1 5.3	0 -
Fishing/More fishing	3 2.4	1 1.7	2 3.1	0 -	3 3.7	0 -	2 2.8	1 1.1	2 6.1	1 1.8	2 10.5	0 -
Hiking	5 4.1	4 6.8	1 1.6	0 -	5 6.2	4 12.5	0 -	4 4.4	1 3.0	4 7.3	1 5.3	0 -
Water sports (swimming/waterskiing/waterslides)	3 2.4	0 -	3 4.7	1 2.4	2 2.5	0 -	2 2.8	2 2.2	1 3.0	1 1.8	1 5.3	0 -
Good restaurants/Nice dining	3 2.4	2 3.4	1 1.6	0 -	3 3.7	1 3.1	2 2.8	3 3.3	0 -	3 5.5	0 -	0 -
Shopping/Shopping centres	3 2.4	2 3.4	1 1.6	0 -	3 3.7	2 6.3	1 1.4	2 2.2	1 3.0	3 5.5	0 -	0 -
Cross-country skiing	1 .8	1 1.7	0 -	0 -	1 1.2	0 -	1 1.4	1 1.1	0 -	1 1.8	0 -	0 -
Scenery/Mountains/To drive around and enjoy as is	4 3.3	2 3.4	2 3.1	1 2.4	3 3.7	2 6.3	1 1.4	2 2.2	2 6.1	1 1.8	1 5.3	0 -
Golf/Golf course	3 2.4	2 3.4	1 1.6	2 4.9	1 1.2	1 3.1	2 2.8	3 3.3	0 -	3 5.5	0 -	0 -
Better accommodation (eg: shower)	1 .8	1 1.7	0 -	0 -	1 1.2	0 -	1 1.4	1 1.1	0 -	1 1.8	0 -	0 -
Family day	1 .8	1 1.7	0 -	0 -	1 1.2	0 -	0 -	0 -	1 3.0	0 -	1 5.3	0 -
More specific trails (walking/biking)	2 1.6	1 1.7	1 1.6	1 2.4	1 1.2	0 -	2 2.8	2 2.2	0 -	1 1.8	0 -	0 -
More information on what the area can offer/Would depend on the activities	7 5.7	4 6.8	4 6.3	2 4.9	5 6.2	4 12.5	3 4.2	7 7.8	0 -	6 10.9	0 -	1 2.7
Leave the way it is/Leave undeveloped	4 3.3	1 1.7	3 4.7	1 2.4	3 3.7	0 -	4 5.6	4 4.4	0 -	2 3.6	0 -	0 -
Miscellaneous other mentions	11 8.9	7 11.9	4 6.3	3 7.3	8 9.9	0 -	9 12.5	5 5.6	7 21.2	5 9.1	4 21.1	2 5.4
Too close to Calgary	8 6.5	4 6.8	5 7.8	2 4.9	6 7.4	0 -	5 6.9	5 5.6	3 9.1	3 5.5	3 15.8	1 2.7
Nothing	59 48.0	25 42.4	35 54.7	23 56.1	35 43.2	16 50.0	35 48.6	46 51.1	13 39.4	21 38.2	8 42.1	27 73.0
Don't know	10 8.1	6 10.2	4 6.3	7 17.1	4 4.9	2 6.3	3 4.2	6 6.7	4 12.1	4 7.3	2 10.5	3 8.1

TABLE 21

Q.19 FACILITIES OR SERVICES WHICH WOULD INCREASE INTEREST IN VISITING THE CANMORE AREA.

Base: Total respondents not very or not at all likely to visit and stay in the Canmore area

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	110	40	51	19	0	110	27	42	54	56	37	73
Base for Percentages - Weighted	123	40	64	19	0	123	29	53	64	59	42	80
	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FACILITIES OR SERVICES WHICH WOULD INCREASE INTEREST IN VISITING THE CANMORE AREA:												
Camping/More camping facilities	4 3.3	2 5.0	2 3.1	0 -	0 -	4 3.3	2 6.9	0 -	2 3.1	2 3.4	3 7.1	1 1.3
Fishing/More fishing	3 2.4	0 -	3 4.7	0 -	0 -	3 2.4	2 6.9	1 1.9	2 3.1	1 1.7	1 2.4	2 2.5
Hiking	5 4.1	0 -	5 7.8	0 -	0 -	5 4.1	1 3.4	4 7.5	4 6.3	1 1.7	5 11.9	0 -
Water sports (swimming/waterskiing/waterslides)	3 2.4	1 2.5	2 3.1	0 -	0 -	3 2.4	1 3.4	1 1.9	1 1.6	2 3.4	3 7.1	0 -
Good restaurants/Nice dining	3 2.4	2 5.0	1 1.6	0 -	0 -	3 2.4	0 -	1 1.9	2 3.1	1 1.7	0 -	3 3.8
Shopping/Shopping centres	3 2.4	1 2.5	2 3.1	0 -	0 -	3 2.4	1 3.4	1 1.9	2 3.1	1 1.7	0 -	3 3.8
Cross-country skiing	1 .8	0 -	1 1.6	0 -	0 -	1 .8	0 -	1 1.9	1 1.6	0 -	0 -	1 1.3
Scenery/Mountains/To drive around and enjoy as is	4 3.3	3 7.5	1 1.6	0 -	0 -	4 3.3	0 -	1 1.9	1 1.6	3 5.1	0 -	4 5.0
Golf/Golf course	3 2.4	2 5.0	0 -	1 5.3	0 -	3 2.4	0 -	1 1.9	3 4.7	0 -	1 2.4	2 2.5
Better accommodation (eg: shower)	1 .8	0 -	0 -	1 5.3	0 -	1 .8	0 -	1 1.9	1 1.6	0 -	0 -	1 1.3
Family day	1 .8	0 -	1 1.6	0 -	0 -	1 .8	1 3.4	0 -	0 -	1 1.7	0 -	1 1.3
More specific trails (walking/biking)	2 1.6	2 5.0	0 -	0 -	0 -	2 1.6	0 -	0 -	2 3.1	0 -	0 -	2 2.5
More information on what the area can offer/Would depend on the activities	7 5.7	5 12.5	2 3.1	0 -	0 -	7 5.7	2 6.9	0 -	3 4.7	5 8.5	1 2.4	6 7.5
Leave the way it is/Leave undeveloped	4 3.3	2 5.0	1 1.6	1 5.3	0 -	4 3.3	1 3.4	1 1.9	2 3.1	2 3.4	1 2.4	3 3.8
Miscellaneous other mentions	11 8.9	2 5.0	9 14.1	0 -	0 -	11 8.9	3 10.3	6 11.3	8 12.5	3 5.1	2 4.8	9 11.3
Too close to Calgary	8 6.5	1 2.5	5 7.8	2 10.5	0 -	8 6.5	1 3.4	6 11.3	5 7.8	3 5.1	4 9.5	4 5.0
Nothing	59 48.0	18 45.0	31 48.4	11 57.9	0 -	59 48.0	14 48.3	27 50.9	25 39.1	34 57.6	21 50.0	38 47.5
Don't know	10 8.1	3 7.5	5 7.8	2 10.5	0 -	10 8.1	4 13.8	4 7.5	7 10.9	4 6.8	4 9.5	7 8.8

TABLE 22

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
A RESORT COMPLEX WITH MID-PRICED HOTELS OR CAMPGROUNDS, GOLF COURSE, SWIMMING POOL AND TENNIS COURTS:												
Very likely.........................x 4	70 17.5	28 14.1	41 20.4	44 23.0	25 12.2	22 17.6	44 18.5	32 12.1	37 27.2	21 12.1	23 25.3	19 17.9
Fairly likely.......................x 3	154 38.5	76 38.2	78 38.8	84 44.0	69 33.7	42 33.6	101 42.4	109 41.3	45 33.1	67 38.7	33 36.3	46 43.4
Not very likely.....................x 2	46 11.5	22 11.1	24 11.9	18 9.4	28 13.7	17 13.6	22 9.2	35 13.3	11 8.1	26 15.0	10 11.0	10 9.4
Not at all likely...................x 1	100 25.0	57 28.6	43 21.4	30 15.7	67 32.7	32 25.6	57 23.9	69 26.1	31 22.8	47 27.2	17 18.7	23 21.7
Maybe/Possibly likely	31 7.8	16 8.0	15 7.5	15 7.9	16 7.8	12 9.6	14 5.9	18 6.8	13 9.6	11 6.4	8 8.8	8 7.5
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
*MEAN *STANDARD DEVIATION *STANDARD ERROR	2.52 1.08 .056	2.41 1.08 .080	2.63 1.07 .077	2.80 1.00 .072	2.27 1.08 .081	2.48 1.09 .097	2.59 1.07 .073	2.43 1.04 .066	2.71 1.14 .100	2.39 1.04 .091	2.76 1.08 .113	2.64 1.04 .094
A FOUR STAR HOTEL, WITH FINE DINING, ROOM SERVICE, A COCKTAIL LOUNGE, TENNIS, GOLF, A FITNESS FACILITY AND A SWIMMING POOL:												
Very likely.........................x 4	49 12.3	24 12.1	25 12.4	25 13.1	22 10.7	11 8.8	30 12.6	31 11.7	17 12.5	25 14.5	10 11.0	12 11.3
Fairly likely.......................x 3	72 18.0	40 20.1	32 15.9	39 20.4	32 15.6	17 13.6	52 21.8	46 17.4	26 19.1	24 13.9	17 18.7	22 20.8
Not very likely.....................x 2	84 21.0	41 20.6	43 21.4	41 21.5	44 21.5	31 24.8	46 19.3	59 22.3	25 18.4	41 23.7	23 25.3	19 17.9
Not at all likely...................x 1	172 43.0	81 40.7	92 45.8	72 37.7	98 47.8	63 50.4	93 39.1	121 45.8	51 37.5	77 44.5	31 34.1	48 45.3
Maybe/Possibly likely	22 5.5	14 7.0	8 4.0	14 7.3	8 3.9	3 2.4	17 7.1	7 2.7	15 11.0	6 3.5	9 9.9	5 4.7
Don't know	1 .3	0 -	1 .5	0 -	1 .5	0 -	1 .4	0 -	1 .7	0 -	1 1.1	0 -
*MEAN *STANDARD DEVIATION *STANDARD ERROR	1.99 1.08 .055	2.04 1.08 .080	1.95 1.08 .077	2.10 1.09 .078	1.89 1.05 .079	1.81 .99 .085	2.09 1.09 .075	1.95 1.06 .067	2.08 1.10 .098	1.99 1.10 .094	2.07 1.04 .110	1.97 1.07 .096

TABLE 22

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A CAMPGROUND WHERE YOU COULD LEASE A SITE:												
Very likely.........................x 4	47 11.8	29 14.6	19 9.5	22 11.5	25 12.2	18 14.4	25 10.5	27 10.2	20 14.7	21 12.1	13 14.3	11 10.4
Fairly likely.......................x 3	70 17.5	26 13.1	44 21.9	46 24.1	23 11.2	30 24.0	37 15.5	40 15.2	30 22.1	23 13.3	22 24.2	23 21.7
Not very likely.....................x 2	53 13.3	37 18.6	17 8.5	30 15.7	22 10.7	14 11.2	35 14.7	33 12.5	20 14.7	24 13.9	16 17.6	13 12.3
Not at all likely...................x 1	208 52.0	98 49.2	110 54.7	78 40.8	129 62.9	58 46.4	128 53.8	154 58.3	54 39.7	104 60.1	33 36.3	51 48.1
Maybe/Possibly likely	21 5.3	10 5.0	10 5.0	15 7.9	6 2.9	4 3.2	14 5.9	9 3.4	12 8.8	2 1.2	7 7.7	9 8.5
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
*MEAN	1.88	1.92	1.85	2.07	1.72	2.07	1.82	1.77	2.12	1.77	2.18	1.95
*STANDARD DEVIATION	1.10	1.12	1.09	1.10	1.09	1.15	1.07	1.07	1.14	1.09	1.11	1.10
*STANDARD ERROR	.057	.082	.078	.078	.082	.101	.073	.068	.100	.093	.116	.100
CHALETS OR APARTMENTS AVAILABLE FOR TIME-SHARING:												
Very likely.........................x 4	18 4.5	8 4.0	10 5.0	7 3.7	10 4.9	6 4.8	9 3.8	12 4.5	6 4.4	7 4.0	5 5.5	5 4.7
Fairly likely.......................x 3	39 9.8	25 12.6	14 7.0	21 11.0	18 8.8	16 12.8	24 10.1	27 10.2	13 9.6	15 8.7	7 7.7	14 13.2
Not very likely.....................x 2	63 15.8	31 15.6	32 15.9	36 18.8	27 13.2	22 17.6	36 15.1	35 13.3	28 20.6	23 13.3	24 26.4	13 12.3
Not at all likely...................x 1	263 65.8	126 63.3	137 68.2	116 60.7	143 69.8	75 60.0	158 66.4	179 67.8	84 61.8	124 71.7	51 56.0	65 61.3
Maybe/Possibly likely	14 3.5	8 4.0	6 3.0	9 4.7	6 2.9	4 3.2	9 3.8	10 3.8	4 2.9	5 2.9	1 1.1	8 7.5
Don't know	3 .8	2 1.0	1 .5	2 1.0	1 .5	1 .8	2 .8	1 .4	2 1.5	0 -	2 2.2	1 .9
*MEAN	1.51	1.55	1.47	1.56	1.48	1.61	1.49	1.49	1.54	1.43	1.62	1.58
*STANDARD DEVIATION	.86	.87	.84	.85	.86	.91	.84	.86	.84	.81	.87	.92
*STANDARD ERROR	.044	.063	.060	.060	.064	.079	.057	.055	.072	.070	.089	.084

TABLE 22

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CHALETS OR APARTMENTS AVAILABLE FOR CONDOMINIUM OWNERSHIP:												
Very likely..........................x 4	12 3.0	6 3.0	6 3.0	7 3.7	6 2.9	3 2.4	9 3.8	10 3.8	3 2.2	6 3.5	1 1.1	2 1.9
Fairly likely........................x 3	26 6.5	13 6.5	13 6.5	12 6.3	14 6.8	8 6.4	18 7.6	16 6.1	10 7.4	12 6.9	6 6.6	7 6.6
Not very likely......................x 2	68 17.0	39 19.6	29 14.4	36 18.8	32 15.6	22 17.6	43 18.1	36 13.6	32 23.5	26 15.0	25 27.5	15 14.2
Not at all likely....................x 1	276 69.0	129 64.8	147 73.1	129 67.5	143 69.8	86 68.8	157 66.0	190 72.0	86 63.2	122 70.5	57 62.6	76 71.7
Maybe/Possibly likely	15 3.8	10 5.0	5 2.5	7 3.7	8 3.9	5 4.0	9 3.8	10 3.8	5 3.7	5 2.9	2 2.2	6 5.7
Don't know	2 .5	2 1.0	0 -	0 -	2 1.0	0 -	2 .8	2 .8	0 -	2 1.2	0 -	0 -
*MEAN	1.41	1.45	1.37	1.44	1.39	1.40	1.46	1.38	1.46	1.41	1.44	1.34
*STANDARD DEVIATION	.75	.77	.74	.77	.74	.73	.80	.77	.73	.78	.66	.68
*STANDARD ERROR	.038	.056	.052	.054	.056	.063	.054	.049	.062	.067	.067	.062
A SECOND HOME OR COTTAGE:												
Very likely..........................x 4	23 5.8	11 5.5	12 6.0	10 5.2	13 6.3	8 6.4	14 5.9	15 5.7	8 5.9	10 5.8	4 4.4	6 5.7
Fairly likely........................x 3	28 7.0	19 9.5	9 4.5	12 6.3	17 8.3	9 7.2	19 8.0	11 4.2	17 12.5	4 2.3	13 14.3	11 10.4
Not very likely......................x 2	65 16.3	36 18.1	29 14.4	35 18.3	30 14.6	18 14.4	44 18.5	45 17.0	20 14.7	31 17.9	14 15.4	18 17.0
Not at all likely....................x 1	267 66.8	124 62.3	143 71.1	124 64.9	139 67.8	85 68.0	150 63.0	186 70.5	81 59.6	122 70.5	52 57.1	69 65.1
Maybe/Possibly likely	15 3.8	9 4.5	6 3.0	8 4.2	7 3.4	4 3.2	10 4.2	5 1.9	9 6.6	6 3.5	7 7.7	1 .9
Don't know	1 .3	0 -	1 .5	1 .5	0 -	0 -	1 .4	1 .4	0 -	0 -	0 -	1 .9
*MEAN	1.50	1.57	1.43	1.50	1.51	1.50	1.55	1.44	1.62	1.41	1.64	1.55
*STANDARD DEVIATION	.87	.90	.84	.85	.90	.90	.89	.83	.94	.80	.92	.89
*STANDARD ERROR	.045	.066	.060	.060	.067	.078	.061	.052	.082	.070	.096	.079

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RECREATIONAL PROPERTY WHICH YOU COULD DEVELOP YOURSELF:												
Very likely.........................x 4	24 6.0	17 8.5	8 4.0	13 6.8	12 5.9	4 3.2	20 8.4	13 4.9	11 8.1	8 4.6	10 11.0	6 5.7
Fairly likely.......................x 3	37 9.3	23 11.6	15 7.5	21 11.0	17 8.3	17 13.6	20 8.4	25 9.5	13 9.6	12 6.9	9 9.9	11 10.4
Not very likely.....................x 2	60 15.0	29 14.6	31 15.4	31 16.2	29 14.1	18 14.4	36 15.1	40 15.2	20 14.7	28 16.2	15 16.5	15 14.2
Not at all likely...................x 1	258 64.5	122 61.3	136 67.7	117 61.3	137 66.8	77 61.6	153 64.3	173 65.5	85 62.5	112 64.7	52 57.1	73 68.9
Maybe/Possibly likely	19 4.8	9 4.5	10 5.0	9 4.7	11 5.4	7 5.6	9 3.8	12 4.5	7 5.1	13 7.5	5 5.5	1 .9
Don't know	1 .3	0 -	1 .5	1 .5	0 -	1 .8	0 -	1 .4	0 -	1 .6	0 -	0 -
*MEAN	1.55	1.66	1.44	1.61	1.50	1.56	1.59	1.51	1.61	1.47	1.73	1.52
*STANDARD DEVIATION	.91	1.00	.80	.94	.88	.87	.97	.87	.97	.83	1.04	.89
*STANDARD ERROR	.047	.073	.057	.067	.066	.076	.065	.056	.084	.074	.108	.079

TABLE 22

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
A RESORT COMPLEX WITH MID-PRICED HOTELS OR CAMPGROUNDS, GOLF COURSE, SWIMMING POOL AND TENNIS COURTS:												
Very likely..........................x 4	70 17.5	18 16.8	24 14.4	26 21.0	64 23.9	5 4.1	14 15.6	36 18.0	38 19.6	32 15.5	40 19.6	29 14.8
Fairly likely........................x 3	154 38.5	38 35.5	68 40.7	47 37.9	116 43.3	32 26.0	37 41.1	78 39.0	82 42.3	71 34.5	84 41.2	69 35.2
Not very likely......................x 2	46 11.5	10 9.3	22 13.2	14 11.3	28 10.4	18 14.6	7 7.8	30 15.0	19 9.8	27 13.1	30 14.7	16 8.2
Not at all likely....................x 1	100 25.0	31 29.0	42 25.1	27 21.8	42 15.7	57 46.3	28 31.1	41 20.5	44 22.7	56 27.2	40 19.6	59 30.1
Maybe/Possibly likely	31 7.8	10 9.3	11 6.6	10 8.1	18 6.7	11 8.9	5 5.6	16 8.0	11 5.7	20 9.7	10 4.9	21 10.7
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
*MEAN *STANDARD DEVIATION *STANDARD ERROR	2.52 1.08 .056	2.44 1.12 .111	2.47 1.05 .085	2.64 1.07 .098	2.81 1.00 .061	1.85 .97 .096	2.43 1.10 .121	2.60 1.04 .076	2.63 1.06 .080	2.42 1.09 .078	2.64 1.03 .073	2.39 1.12 .084
A FOUR STAR HOTEL, WITH FINE DINING, ROOM SERVICE, A COCKTAIL LOUNGE, TENNIS, GOLF, A FITNESS FACILITY AND A SWIMMING POOL:												
Very likely..........................x 4	49 12.3	16 15.0	17 10.2	14 11.3	44 16.4	5 4.1	11 12.2	22 11.0	26 13.4	23 11.2	17 8.3	32 16.3
Fairly likely........................x 3	72 18.0	19 17.8	35 21.0	18 14.5	61 22.8	10 8.1	13 14.4	38 19.0	43 22.2	29 14.1	40 19.6	31 15.8
Not very likely......................x 2	84 21.0	17 15.9	37 22.2	30 24.2	54 20.1	27 22.0	23 25.6	44 22.0	42 21.6	42 20.4	49 24.0	35 17.9
Not at all likely....................x 1	172 43.0	50 46.7	69 41.3	54 43.5	95 35.4	76 61.8	37 41.1	84 42.0	71 36.6	101 49.0	89 43.6	84 42.9
Maybe/Possibly likely	22 5.5	5 4.7	9 5.4	8 6.5	14 5.2	5 4.1	6 6.7	11 5.5	11 5.7	11 5.3	9 4.4	13 6.6
Don't know	1 .3	0 -	0 -	1 .8	1 .4	0 -	0 -	1 .5	1 .5	0 -	1 .5	0 -
*MEAN *STANDARD DEVIATION *STANDARD ERROR	1.99 1.08 .055	2.00 1.14 .110	2.00 1.05 .085	1.94 1.05 .095	2.21 1.12 .068	1.52 .81 .079	1.97 1.06 .117	1.99 1.06 .077	2.12 1.08 .082	1.87 1.06 .074	1.92 1.00 .071	2.06 1.15 .086

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A CAMPGROUND WHERE YOU COULD LEASE A SITE:												
Very likely..........................x 4	47 11.8	10 9.3	19 11.4	18 14.5	39 14.6	6 4.9	15 16.7	22 11.0	27 13.9	20 9.7	38 18.6	9 4.6
Fairly likely........................x 3	70 17.5	13 12.1	29 17.4	26 21.0	53 19.8	15 12.2	16 17.8	40 20.0	26 13.4	44 21.4	45 22.1	25 12.8
Not very likely......................x 2	53 13.3	7 6.5	27 16.2	20 16.1	40 14.9	10 8.1	14 15.6	32 16.0	33 17.0	21 10.2	35 17.2	19 9.7
Not at all likely....................x 1	208 52.0	70 65.4	87 52.1	52 41.9	120 44.8	87 70.7	42 46.7	96 48.0	99 51.0	110 53.4	72 35.3	136 69.4
Maybe/Possibly likely	21 5.3	6 5.6	6 3.6	8 6.5	15 5.6	5 4.1	4 4.4	11 5.5	9 4.6	12 5.8	14 6.9	7 3.6
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
*MEAN	1.88	1.63	1.87	2.10	2.05	1.49	2.04	1.94	1.90	1.87	2.26	1.51
*STANDARD DEVIATION	1.10	1.05	1.08	1.14	1.14	.90	1.16	1.08	1.12	1.09	1.16	.89
*STANDARD ERROR	.057	.103	.087	.104	.070	.088	.127	.079	.084	.077	.084	.065
CHALETS OR APARTMENTS AVAILABLE FOR TIME-SHARING:												
Very likely..........................x 4	18 4.5	8 7.5	5 3.0	3 2.4	16 6.0	0 -	5 5.6	5 2.5	10 5.2	8 3.9	6 2.9	12 6.1
Fairly likely........................x 3	39 9.8	8 7.5	14 8.4	17 13.7	35 13.1	5 4.1	3 3.3	27 13.5	20 10.3	20 9.7	18 8.8	21 10.7
Not very likely......................x 2	63 15.8	11 10.3	31 18.6	21 16.9	41 15.3	19 15.4	19 21.1	33 16.5	32 16.5	30 14.6	43 21.1	20 10.2
Not at all likely....................x 1	263 65.8	74 69.2	110 65.9	79 63.7	166 61.9	93 75.6	59 65.6	128 64.0	125 64.4	138 67.0	126 61.8	137 69.9
Maybe/Possibly likely	14 3.5	6 5.6	6 3.6	3 2.4	8 3.0	5 4.1	2 2.2	7 3.5	7 3.6	8 3.9	10 4.9	4 2.0
Don't know	3 .8	1 .9	2 1.2	0 -	2 .7	1 .8	2 2.2	0 -	0 -	3 1.5	2 1.0	1 .5
*MEAN	1.51	1.48	1.47	1.55	1.62	1.24	1.48	1.53	1.54	1.48	1.50	1.52
*STANDARD DEVIATION	.86	.93	.78	.84	.94	.51	.84	.82	.88	.83	.78	.93
*STANDARD ERROR	.044	.090	.063	.076	.057	.050	.091	.059	.066	.058	.056	.068

TABLE 22

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
CHALETS OR APARTMENTS AVAILABLE FOR CONDOMINIUM OWNERSHIP:												
Very likely..........................x 4	12 3.0	9 8.4	1 .6	2 1.6	11 4.1	1 .8	0 -	4 2.0	6 3.1	6 2.9	1 .5	11 5.6
Fairly likely........................x 3	26 6.5	5 4.7	9 5.4	10 8.1	23 8.6	3 2.4	2 2.2	18 9.0	12 6.2	14 6.8	14 6.9	12 6.1
Not very likely......................x 2	68 17.0	13 12.1	34 20.4	21 16.9	46 17.2	19 15.4	22 24.4	33 16.5	41 21.1	27 13.1	42 20.6	26 13.3
Not at all likely....................x 1	276 69.0	77 72.0	117 70.1	83 66.9	174 64.9	97 78.9	61 67.8	138 69.0	130 67.0	146 70.9	138 67.6	138 70.4
Maybe/Possibly likely	15 3.8	4 3.7	3 1.8	9 7.3	12 4.5	2 1.6	4 4.4	8 4.0	5 2.6	11 5.3	9 4.4	6 3.1
Don't know	2 .5	0 -	2 1.2	0 -	2 .7	0 -	2 2.2	0 -	0 -	2 1.0	0 -	2 1.0
*MEAN *STANDARD DEVIATION *STANDARD ERROR	1.41 .75 .038	1.47 .92 .089	1.35 .63 .050	1.41 .73 .066	1.49 .83 .050	1.24 .56 .054	1.31 .51 .057	1.41 .73 .053	1.44 .75 .055	1.38 .76 .053	1.38 .65 .046	1.44 .85 .062
A SECOND HOME OR COTTAGE:												
Very likely..........................x 4	23 5.8	6 5.6	6 3.6	10 8.1	22 8.2	1 .8	5 5.6	12 6.0	10 5.2	13 6.3	12 5.9	12 6.1
Fairly likely........................x 3	28 7.0	5 4.7	13 7.8	10 8.1	24 9.0	4 3.3	7 7.8	15 7.5	11 5.7	18 8.7	21 10.3	7 3.6
Not very likely......................x 2	65 16.3	12 11.2	35 21.0	17 13.7	42 15.7	19 15.4	22 24.4	31 15.5	44 22.7	20 9.7	36 17.6	29 14.8
Not at all likely....................x 1	267 66.8	79 73.8	105 62.9	83 66.9	168 62.7	94 76.4	53 58.9	135 67.5	122 62.9	146 70.9	128 62.7	140 71.4
Maybe/Possibly likely	15 3.8	5 4.7	6 3.6	4 3.2	11 4.1	3 2.4	4 4.4	6 3.0	5 2.6	10 4.9	9 4.4	6 3.1
Don't know	1 .3	0 -	1 .6	0 -	1 .4	0 -	0 -	1 .5	1 .5	0 -	0 -	1 .5
*MEAN *STANDARD DEVIATION *STANDARD ERROR	1.50 .87 .045	1.39 .82 .080	1.50 .80 .065	1.56 .95 .086	1.61 .97 .059	1.27 .58 .057	1.58 .86 .095	1.51 .89 .065	1.52 .84 .062	1.48 .91 .064	1.57 .90 .064	1.42 .83 .061

Q.21 LIKELIHOOD OF STAYING IN PROPOSED DEVELOPMENTS IN CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RECREATIONAL PROPERTY WHICH YOU COULD DEVELOP YOURSELF:												
Very likely..........................x 4	24	5	10	10	23	1	9	11	12	12	15	9
	6.0	4.7	6.0	8.1	8.6	.8	10.0	5.5	6.2	5.8	7.4	4.6
Fairly likely........................x 3	37	9	13	14	28	8	5	23	16	21	22	15
	9.3	8.4	7.8	11.3	10.4	6.5	5.6	11.5	8.2	10.2	10.8	7.7
Not very likely......................x 2	60	12	30	19	37	19	17	31	34	26	38	22
	15.0	11.2	18.0	15.3	13.8	15.4	18.9	15.5	17.5	12.6	18.6	11.2
Not at all likely....................x 1	258	78	107	73	165	89	54	125	125	132	115	143
	64.5	72.9	64.1	58.9	61.6	72.4	60.0	62.5	64.4	64.1	56.4	73.0
Maybe/Possibly likely	19	3	8	9	15	5	6	11	6	14	12	7
	4.8	2.8	4.8	7.3	5.6	4.1	6.7	5.5	3.1	6.8	5.9	3.6
Don't know	1	1	0	0	1	0	0	0	0	1	1	0
	.3	.9	-	-	.4	-	-	-	-	.5	.5	-
*MEAN	1.55	1.42	1.54	1.66	1.64	1.33	1.65	1.58	1.55	1.54	1.68	1.41
*STANDARD DEVIATION	.91	.82	.89	.99	1.00	.66	1.00	.91	.90	.92	.97	.83
*STANDARD ERROR	.047	.079	.072	.090	.061	.064	.111	.066	.067	.065	.069	.061

TABLE 23

Q.22 OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES
WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA:												
Camping/campsites/campgrounds	55 13.8	27 13.6	28 13.9	30 15.7	24 11.7	16 12.8	31 13.0	32 12.1	23 16.9	25 14.5	16 17.6	12 11.3
Semi/Full-serviced campgrounds/campsites	19 4.8	10 5.0	9 4.5	8 4.2	10 4.9	6 4.8	12 5.0	11 4.2	7 5.1	11 6.4	3 3.3	3 2.8
Fishing/Good fishing facilities/Hunting	26 6.5	17 8.5	9 4.5	15 7.9	11 5.4	7 5.6	18 7.6	12 4.5	14 10.3	10 5.8	12 13.2	4 3.8
Hiking/Backpacking trails	47 11.8	27 13.6	20 10.0	32 16.8	15 7.3	18 14.4	27 11.3	28 10.6	19 14.0	16 9.2	14 15.4	15 14.2
Walking/Running trails/paths	12 3.0	5 2.5	7 3.5	5 2.6	7 3.4	3 2.4	7 2.9	7 2.7	5 3.7	7 4.0	2 2.2	3 2.8
Cycling/Motorcycling/Mountain bike paths/trails	35 8.8	18 9.0	17 8.5	22 11.5	13 6.3	7 5.6	27 11.3	15 5.7	20 14.7	9 5.2	15 16.5	11 10.4
Swimming pool/Indoor/outdoor swimming pool/Water slides	117 29.3	60 30.2	57 28.4	55 28.8	60 29.3	29 23.2	79 33.2	60 22.7	57 41.9	44 25.4	46 50.5	22 20.8
Water sports (swimming/waterskiing/windsurfing/sailing)	20 5.0	12 6.0	8 4.0	11 5.8	8 3.9	0 -	18 7.6	10 3.8	10 7.4	8 4.6	7 7.7	4 3.8
Winter sports/activities (cross-country/downhill skiing/skating)	37 9.3	24 12.1	13 6.5	24 12.6	13 6.3	8 6.4	27 11.3	23 8.7	14 10.3	11 6.4	10 11.0	15 14.2
Indoor sports/activities (basketball/squash/bowling/hockey)	16 4.0	7 3.5	9 4.5	6 3.1	10 4.9	10 8.0	5 2.1	10 3.8	6 4.4	6 3.5	5 5.5	4 3.8
Outdoor sports (baseball)	9 2.3	5 2.5	4 2.0	7 3.7	2 1.0	3 2.4	6 2.5	3 1.1	5 3.7	2 1.2	3 3.3	4 3.8
Golf/Golf course	84 21.0	53 26.6	31 15.4	43 22.5	42 20.5	19 15.2	64 26.9	55 20.8	30 22.1	34 19.7	24 26.4	24 22.6
Tennis	53 13.3	31 15.6	22 10.9	32 16.8	20 9.8	13 10.4	35 14.7	32 12.1	21 15.4	17 9.8	15 16.5	18 17.0
Sports facilities (unspecified)	3 .8	0 -	3 1.5	1 .5	2 1.0	1 .8	2 .8	1 .4	2 1.5	0 -	2 2.2	0 -
Gymnasium/Fully equipped gym/exercise/fitness facilities/Hot tubs/saunas	23 5.8	13 6.5	11 5.5	13 6.8	10 4.9	5 4.0	18 7.6	14 5.3	10 7.4	8 4.6	7 7.7	6 5.7
Horseback riding trails	28 7.0	5 2.5	23 11.4	17 8.9	8 3.9	7 5.6	19 8.0	14 5.3	14 10.3	8 4.6	8 8.8	10 9.4
Man-made beach/Lake/Stream/Hot springs	11 2.8	3 1.5	8 4.0	6 3.1	5 2.4	4 3.2	6 2.5	8 3.0	3 2.2	6 3.5	3 3.3	1 .9
Play area/Entertainment/Activities for children/Nice playground	23 5.8	9 4.5	14 7.0	13 6.8	10 4.9	9 7.2	11 4.6	4 1.5	19 14.0	6 3.5	13 14.3	3 2.8
Self-contained accommodation (chalets/cottages/cabins/condominiums)	32 8.0	11 5.5	21 10.4	15 7.9	17 8.3	5 4.0	27 11.3	18 6.8	14 10.3	9 5.2	10 11.0	13 12.3

TABLE 23

Q.22 OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400 100.0	199 100.0	201 100.0	191 100.0	205 100.0	125 100.0	238 100.0	264 100.0	136 100.0	173 100.0	91 100.0	106 100.0
OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA:												
Better quality accommodation/hotels/Four star/Luxury hotels/motels	19 4.8	8 4.0	11 5.5	10 5.2	8 3.9	4 3.2	13 5.5	12 4.5	7 5.1	11 6.4	3 3.3	3 2.8
Affordable/Mid-priced accommodation	22 5.5	7 3.5	15 7.5	12 6.3	9 4.4	6 4.8	14 5.9	9 3.4	13 9.6	10 5.8	7 7.7	5 4.7
Hotels/accommodation (unspecified)	18 4.5	11 5.5	7 3.5	8 4.2	9 4.4	6 4.8	13 5.5	14 5.3	5 3.7	10 5.8	2 2.2	5 4.7
Restaurants/Fine/good dining	28 7.0	14 7.0	14 7.0	13 6.8	15 7.3	6 4.8	21 8.8	14 5.3	14 10.3	12 6.9	11 12.1	5 4.7
Shopping/Access to shopping/stores	6 1.5	5 2.5	1 .5	2 1.0	4 2.0	1 .8	5 2.1	4 1.5	3 2.2	3 1.7	3 3.3	0 -
Entertainment facilities/Night clubs/Casino	8 2.0	6 3.0	2 1.0	5 2.6	3 1.5	1 .8	7 2.9	5 1.9	4 2.9	4 2.3	2 2.2	2 1.9
Sightseeing/Guided tours/Historical sights/Museum/gallery	14 3.5	9 4.5	5 2.5	6 3.1	8 3.9	8 6.4	6 2.5	7 2.7	7 5.1	7 4.0	5 5.5	2 1.9
Wildlife/Wild life viewing/Animal observation area	19 4.8	8 4.0	10 5.0	10 5.2	9 4.4	7 5.6	11 4.6	16 6.1	3 2.2	10 5.8	2 2.2	6 5.7
Miscellaneous other mentions	16 4.0	11 5.5	5 2.5	6 3.1	10 4.9	4 3.2	10 4.2	10 3.8	6 4.4	8 4.6	3 3.3	2 1.9
None/Nothing/Leave it the way it is/Wilderness area/As natural as possible/Green scenery	33 8.3	23 11.6	10 5.0	13 6.8	20 9.8	14 11.2	17 7.1	30 11.4	3 2.2	15 8.7	3 3.3	12 11.3
Don't know	77 19.3	30 15.1	47 23.4	35 18.3	42 20.5	32 25.6	33 13.9	59 22.3	17 12.5	39 22.5	10 11.0	22 20.8

Q.22 OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA:												
Camping/campsites/campgrounds	55 13.8	16 15.0	18 10.8	21 16.9	40 14.9	12 9.8	13 14.4	26 13.0	28 14.4	27 13.1	44 21.6	11 5.6
Semi/Full-serviced campgrounds/campsites	19 4.8	1 .9	10 6.0	8 6.5	16 6.0	2 1.6	5 5.6	13 6.5	7 3.6	12 5.8	17 8.3	2 1.0
Fishing/Good fishing facilities/Hunting	26 6.5	5 4.7	10 6.0	11 8.9	21 7.8	5 4.1	8 8.9	13 6.5	12 6.2	14 6.8	23 11.3	3 1.5
Hiking/Backpacking trails	47 11.8	13 12.1	16 9.6	19 15.3	40 14.9	7 5.7	13 14.4	22 11.0	21 10.8	26 12.6	34 16.7	13 6.6
Walking/Running trails/paths	12 3.0	2 1.9	2 1.2	8 6.5	12 4.5	0 -	2 2.2	8 4.0	7 3.6	4 1.9	6 2.9	6 3.1
Cycling/Motorcycling/Mountain bike paths/trails	35 8.8	5 4.7	16 9.6	15 12.1	31 11.6	4 3.3	10 11.1	21 10.5	16 8.2	19 9.2	23 11.3	12 6.1
Swimming pool/Indoor/outdoor swimming pool/Water slides	117 29.3	26 24.3	52 31.1	39 31.5	91 34.0	22 17.9	33 36.7	58 29.0	64 33.0	53 25.7	62 30.4	54 27.6
Water sports (swimming/waterskiing/windsurfing/sailing)	20 5.0	4 3.7	9 5.4	6 4.8	12 4.5	7 5.7	5 5.6	10 5.0	11 5.7	8 3.9	12 5.9	8 4.1
Winter sports/activities (cross-country/downhill skiing/skating)	37 9.3	5 4.7	16 9.6	16 12.9	27 10.1	9 7.3	11 12.2	22 11.0	23 11.9	15 7.3	21 10.3	16 8.2
Indoor sports/activities (basketball/squash/bowling/hockey)	16 4.0	3 2.8	5 3.0	8 6.5	15 5.6	1 .8	5 5.6	7 3.5	6 3.1	10 4.9	7 3.4	9 4.6
Outdoor sports (baseball)	9 2.3	2 1.9	4 2.4	3 2.4	8 3.0	0 -	1 1.1	6 3.0	5 2.6	3 1.5	7 3.4	2 1.0
Golf/Golf course	84 21.0	20 18.7	36 21.6	28 22.6	66 24.6	15 12.2	23 25.6	41 20.5	76 39.2	8 3.9	41 20.1	43 21.9
Tennis	53 13.3	10 9.3	28 16.8	15 12.1	44 16.4	8 6.5	15 16.7	29 14.5	37 19.1	17 8.3	25 12.3	29 14.8
Sports facilities (unspecified)	3 .8	2 1.9	0 -	1 .8	3 1.1	0 -	0 -	1 .5	1 .5	2 1.0	1 .5	2 1.0
Gymnasium/Fully equipped gym/exercise/fitness facilities/Hot tubs/saunas	23 5.8	6 5.6	12 7.2	5 4.0	21 7.8	3 2.4	3 3.3	14 7.0	11 5.7	12 5.8	9 4.4	14 7.1
Horseback riding trails	28 7.0	9 8.4	8 4.8	11 8.9	27 10.1	0 -	6 6.7	13 6.5	12 6.2	16 7.8	14 6.9	14 7.1
Man-made beach/Lake/Stream/Hot springs	11 2.8	2 1.9	6 3.6	2 1.6	4 1.5	6 4.9	2 2.2	7 3.5	6 3.1	5 2.4	2 1.0	9 4.6
Play area/Entertainment/Activities for children/Nice playground	23 5.8	9 8.4	8 4.8	6 4.8	13 4.9	9 7.3	4 4.4	9 4.5	13 6.7	10 4.9	12 5.9	11 5.6
Self-contained accommodation (chalets/cottages/cabins/condominiums)	32 8.0	10 9.3	16 9.6	7 5.6	26 9.7	6 4.9	9 10.0	14 7.0	17 8.8	15 7.3	14 6.9	18 9.2

Q.22 OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER TYPES OF RECREATIONAL OR ACCOMMODATION FACILITIES WOULD LIKE TO USE IF AVAILABLE IN THE CANMORE AREA:												
Better quality accommodation/hotels/Four star/Luxury hotels/motels	19	8	6	5	15	4	1	10	10	9	5	14
	4.8	7.5	3.6	4.0	5.6	3.3	1.1	5.0	5.2	4.4	2.5	7.1
Affordable/Mid-priced accommodation	22	3	11	9	18	4	2	17	10	12	12	10
	5.5	2.8	6.6	7.3	6.7	3.3	2.2	8.5	5.2	5.8	5.9	5.1
Hotels/accommodation (unspecified)	18	4	7	8	14	2	6	9	13	5	7	11
	4.5	3.7	4.2	6.5	5.2	1.6	6.7	4.5	6.7	2.4	3.4	5.6
Restaurants/Fine/good dining	28	7	13	8	21	7	4	17	15	13	11	17
	7.0	6.5	7.8	6.5	7.8	5.7	4.4	8.5	7.7	6.3	5.4	8.7
Shopping/Access to shopping/stores	6	1	5	1	6	0	2	3	2	5	2	5
	1.5	.9	3.0	.8	2.2	-	2.2	1.5	1.0	2.4	1.0	2.6
Entertainment facilities/Night clubs/Casino	8	1	4	2	7	1	4	3	5	3	5	3
	2.0	.9	2.4	1.6	2.6	.8	4.4	1.5	2.6	1.5	2.5	1.5
Sightseeing/Guided tours/Historical sights/Museum/gallery	14	4	6	4	13	1	1	9	9	5	5	9
	3.5	3.7	3.6	3.2	4.9	.8	1.1	4.5	4.6	2.4	2.5	4.6
Wildlife/Wild life viewing/Animal observation area	19	4	4	11	16	2	4	11	7	12	14	4
	4.8	3.7	2.4	8.9	6.0	1.6	4.4	5.5	3.6	5.8	6.9	2.0
Miscellaneous other mentions	16	5	5	6	13	4	2	9	7	9	7	9
	4.0	4.7	3.0	4.8	4.9	3.3	2.2	4.5	3.6	4.4	3.4	4.6
None/Nothing/Leave it the way it is/Wilderness area/As natural as possible/Green scenery	33	9	19	5	14	19	8	16	14	20	21	12
	8.3	8.4	11.4	4.0	5.2	15.4	8.9	8.0	7.2	9.7	10.3	6.1
Don't know	77	19	38	18	44	33	20	37	28	49	29	48
	19.3	17.8	22.8	14.5	16.4	26.8	22.2	18.5	14.4	23.8	14.2	24.5

TABLE 24

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.23 WHETHER PLAY GOLF.
Q.24 FREQUENCY OF GOLF PLAY DURING GOLF SEASON.
Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
WHETHER PLAY GOLF:												
Yes	194 48.5	124 62.3	70 34.8	94 49.2	100 48.8	41 32.8	139 58.4	134 50.8	60 44.1	86 49.7	41 45.1	57 53.8
No	206 51.5	75 37.7	131 65.2	97 50.8	105 51.2	84 67.2	99 41.6	130 49.2	76 55.9	88 50.9	50 54.9	49 46.2
FREQUENCY OF GOLF PLAY DURING GOLF SEASON:												
Base: Total respondents who play golf	187 194	119 124	68 70	99 94	88 100	44 41	131 139	128 134	59 60	66 86	42 41	68 57
Once a week or more often	61 31.4	45 36.3	16 22.9	26 27.7	35 35.0	9 22.0	47 33.8	47 35.1	14 23.3	37 43.0	9 22.0	11 19.3
Two to three times a month	23 11.9	17 13.7	6 8.6	13 13.8	10 10.0	7 17.1	16 11.5	16 11.9	7 11.7	8 9.3	4 9.8	11 19.3
Five to eleven times a year	58 29.9	33 26.6	25 35.7	31 33.0	27 27.0	8 19.5	44 31.7	37 27.6	21 35.0	15 17.4	19 46.3	21 36.8
Once a year or less	45 23.2	25 20.2	20 28.6	21 22.3	24 24.0	11 26.8	30 21.6	28 20.9	16 26.7	21 24.4	9 22.0	13 22.8
Don't know/No usual pattern	7 3.6	5 4.0	2 2.9	3 3.2	4 4.0	5 12.2	2 1.4	6 4.5	1 1.7	5 5.8	0 -	2 3.5

Q.23 WHETHER PLAY GOLF.
Q.24 FREQUENCY OF GOLF PLAY DURING GOLF SEASON.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	OR FOUR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHETHER PLAY GOLF:												
Yes	194	48	78	68	127	64	44	101	194	0	96	98
	48.5	44.9	46.7	54.8	47.4	52.0	48.9	50.5	100.0	-	47.1	50.0
No	206	59	89	56	141	59	47	99	0	206	108	98
	51.5	55.1	53.3	45.2	52.6	48.0	52.2	49.5	-	100.0	52.9	50.0
FREQUENCY OF GOLF PLAY DURING GOLF SEASON:												
Base: Total respondents who play golf	187	48	72	67	131	54	42	95	187	0	97	90
	194	48	78	68	127	64	44	101	194	0	96	98
Once a week or more often	61	22	21	18	38	21	17	22	61	0	22	39
	31.4	45.8	26.9	26.5	29.9	32.8	38.6	21.8	31.4	-	22.9	39.8
Two to three times a month	23	2	9	13	20	4	3	18	23	0	15	8
	11.9	4.2	11.5	19.1	15.7	6.3	6.8	17.8	11.9	-	15.6	8.2
Five to eleven times a year	58	11	29	18	39	18	18	29	58	0	32	26
	29.9	22.9	37.2	26.5	30.7	28.1	40.9	28.7	29.9	-	33.3	26.5
Once a year or less	45	11	16	18	25	19	4	30	45	0	26	19
	23.2	22.9	20.5	26.5	19.7	29.7	9.1	29.7	23.2	-	27.1	19.4
Don't know/No usual pattern	7	2	4	1	5	2	3	2	7	0	1	5
	3.6	4.2	5.1	1.5	3.9	3.1	6.8	2.0	3.6	-	1.0	5.1

TABLE 25

Q.25/26 SEX AND AGE OF RESPONDENT.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SEX:												
Male	199 49.8	199 100.0	0 -	94 49.2	104 50.7	56 44.8	129 54.2	142 53.8	58 42.6	86 49.7	42 46.2	58 54.7
Female	201 50.3	0 -	201 100.0	97 50.8	101 49.3	69 55.2	109 45.8	122 46.2	78 57.4	87 50.3	49 53.8	48 45.3
AGE:												
18 to 24 years	68 17.0	35 17.6	33 16.4	68 35.6	0 -	28 22.4	38 16.0	52 19.7	16 11.8	16 9.2	7 7.7	40 37.7
25 to 34 years	123 30.8	59 29.6	64 31.8	123 64.4	0 -	38 30.4	79 33.2	63 23.9	60 44.1	46 26.6	42 46.2	25 23.6
35 to 44 years	81 20.3	41 20.6	40 19.9	0 -	81 39.5	14 11.2	57 23.9	33 12.5	48 35.3	27 15.6	36 39.6	13 12.3
45 to 54 years	50 12.5	27 13.6	23 11.4	0 -	50 24.4	8 6.4	31 13.0	44 16.7	6 4.4	35 20.2	5 5.5	8 7.5
55 to 64 years	38 9.5	15 7.5	23 11.4	0 -	38 18.5	10 8.0	21 8.8	34 12.9	4 2.9	26 15.0	0 -	8 7.5
65 years or over	36 9.0	22 11.1	14 7.0	0 -	36 17.6	24 19.2	11 4.6	35 13.3	1 .7	20 11.6	0 -	11 10.4
Refused	4 1.0	1 .5	3 1.5	0 -	0 -	1 .8	1 .4	3 1.1	1 .7	3 1.7	0 -	1 .9

TABLE 25

Q.25/26 SEX AND AGE OF RESPONDENT.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SEX:												
Male	199 49.8	47 43.9	86 51.5	67 54.0	136 50.7	59 48.0	47 52.2	104 52.0	124 63.9	75 36.4	110 53.9	90 45.9
Female	201 50.3	60 56.1	81 48.5	57 46.0	132 49.3	64 52.0	43 47.8	97 48.5	70 36.1	131 63.6	95 46.6	106 54.1
AGE:												
18 to 24 years	68 17.0	15 14.0	26 15.6	25 20.2	52 19.4	16 13.0	9 10.0	42 21.0	33 17.0	35 17.0	45 22.1	23 11.7
25 to 34 years	123 30.8	26 24.3	53 31.7	44 35.5	96 35.8	25 20.3	30 33.3	67 33.5	61 31.4	62 30.1	75 36.8	48 24.5
35 to 44 years	81 20.3	19 17.8	36 21.6	26 21.0	55 20.5	21 17.1	23 25.6	39 19.5	33 17.0	48 23.3	44 21.6	37 18.9
45 to 54 years	50 12.5	20 18.7	23 13.8	7 5.6	25 9.3	25 20.3	9 10.0	21 10.5	39 20.1	11 5.3	17 8.3	33 16.8
55 to 64 years	38 9.5	11 10.3	15 9.0	12 9.7	17 6.3	21 17.1	11 12.2	16 8.0	15 7.7	23 11.2	15 7.4	23 11.7
65 years or over	36 9.0	14 13.1	13 7.8	8 6.5	20 7.5	13 10.6	7 7.8	14 7.0	13 6.7	23 11.2	6 2.9	30 15.3
Refused	4 1.0	2 1.9	1 .6	1 .8	3 1.1	1 .8	1 1.1	1 .5	0 -	4 1.9	3 1.5	1 .5

TABLE 26

Q.27 OCCUPATION OF RESPONDENT.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual	400	195	205	209	187	138	227	258	142	139	99	129
Base for Percentages - Weighted	400	199	201	191	205	125	238	264	136	173	91	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OCCUPATION:												
Not employed/Laid-off	9 2.3	4 2.0	4 2.0	7 3.7	1 .5	5 4.0	2 .8	6 2.3	2 1.5	3 1.7	2 2.2	3 2.8
Homemaker	45 11.3	0 -	45 22.4	16 8.4	29 14.1	16 12.8	19 8.0	20 7.6	25 18.4	21 12.1	16 17.6	5 4.7
Retired/Disabled	41 10.3	24 12.1	17 8.5	0 -	41 20.0	22 17.6	15 6.3	40 15.2	1 .7	26 15.0	0 -	9 8.5
Student	36 9.0	19 9.5	17 8.5	32 16.8	2 1.0	14 11.2	21 8.8	25 9.5	11 8.1	11 6.4	8 8.8	15 14.2
Professional	51 12.8	26 13.1	25 12.4	23 12.0	27 13.2	6 4.8	42 17.6	36 13.6	15 11.0	26 15.0	9 9.9	12 11.3
Business executive/Self-employed/Owner/Manager	43 10.8	29 14.6	13 6.5	15 7.9	28 13.7	4 3.2	33 13.9	27 10.2	16 11.8	19 11.0	11 12.1	12 11.3
Sales	22 5.5	9 4.5	13 6.5	13 6.8	9 4.4	5 4.0	16 6.7	17 6.4	4 2.9	10 5.8	4 4.4	4 3.8
Clerical	35 8.8	11 5.5	24 11.9	15 7.9	19 9.3	9 7.2	23 9.7	21 8.0	14 10.3	20 11.6	6 6.6	7 6.6
Skilled labour	51 12.8	33 16.6	18 9.0	28 14.7	22 10.7	17 13.6	33 13.9	32 12.1	19 14.0	16 9.2	13 14.3	17 16.0
Unskilled labour	63 15.8	40 20.1	23 11.4	40 20.9	22 10.7	26 20.8	33 13.9	37 14.0	25 18.4	20 11.6	18 19.8	20 18.9
Miscellaneous other mentions	1 .3	0 -	1 .5	1 .5	0 -	0 -	1 .4	0 -	1 .7	0 -	1 1.1	0 -
Refused	5 1.3	4 2.0	1 .5	0 -	4 2.0	0 -	0 -	1 .4	3 2.2	0 -	3 3.3	1 .9

Q.27 OCCUPATION OF RESPONDENT.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual	400	113	159	127	283	110	87	197	187	213	207	193
Base for Percentages - Weighted	400	107	167	124	268	123	90	200	194	206	204	196
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OCCUPATION:												
Not employed/Laid-off	9 2.3	0 -	6 3.6	3 2.4	6 2.2	3 2.4	3 3.3	6 3.0	2 1.0	6 2.9	6 2.9	2 1.0
Homemaker	45 11.3	11 10.3	18 10.8	16 12.9	25 9.3	17 13.8	11 12.2	23 11.5	15 7.7	30 14.6	21 10.3	25 12.8
Retired/Disabled	41 10.3	19 17.8	14 8.4	7 5.6	21 7.8	17 13.8	9 10.0	12 6.0	18 9.3	23 11.2	7 3.4	34 17.3
Student	36 9.0	6 5.6	16 9.6	14 11.3	23 8.6	13 10.6	7 7.8	23 11.5	20 10.3	16 7.8	21 10.3	15 7.7
Professional	51 12.8	14 13.1	20 12.0	18 14.5	38 14.2	12 9.8	8 8.9	28 14.0	27 13.9	24 11.7	23 11.3	28 14.3
Business executive/Self-employed/Owner/Manager	43 10.8	9 8.4	19 11.4	14 11.3	27 10.1	16 13.0	12 13.3	21 10.5	31 16.0	11 5.3	21 10.3	21 10.7
Sales	22 5.5	8 7.5	9 5.4	5 4.0	14 5.2	8 6.5	5 5.6	9 4.5	8 4.1	14 6.8	12 5.9	10 5.1
Clerical	35 8.8	9 8.4	15 9.0	11 8.9	25 9.3	9 7.3	10 11.1	16 8.0	16 8.2	19 9.2	18 8.8	17 8.7
Skilled labour	51 12.8	12 11.2	22 13.2	18 14.5	42 15.7	9 7.3	8 8.9	31 15.5	26 13.4	25 12.1	25 12.3	26 13.3
Unskilled labour	63 15.8	17 15.9	27 16.2	17 13.7	45 16.8	16 13.0	17 18.9	28 14.0	27 13.9	36 17.5	47 23.0	16 8.2
Miscellaneous other mentions	1 .3	1 .9	0 -	0 -	1 .4	0 -	0 -	0 -	1 .5	0 -	1 .5	0 -
Refused	5 1.3	0 -	2 1.2	2 1.6	2 .7	2 1.6	1 1.1	4 2.0	4 2.1	1 .5	2 1.0	3 1.5

TABLE 27

Q.28A/B TOTAL ANNUAL HOUSEHOLD INCOME.

Base: Total respondents

		SEX:		AGE:		HOUSEHOLD INCOME:		HOUSEHOLD COMPOSITION:		USUALLY TRAVEL:		
	TOTAL	MALE	FEMALE	18 - 34 YEARS	35 YEARS OR OVER	UNDER $40,000	$40,000 OR OVER	ADULTS ONLY	INCLUDES CHILDREN /TEENS	WITH ADULTS ONLY	WITH CHILDREN /TEENS	ALONE
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	195 199 100.0	205 201 100.0	209 191 100.0	187 205 100.0	138 125 100.0	227 238 100.0	258 264 100.0	142 136 100.0	139 173 100.0	99 91 100.0	129 106 100.0
TOTAL ANNUAL HOUSEHOLD INCOME:												
Under $40,000	125 31.3	56 28.1	69 34.3	67 35.1	57 27.8	125 100.0	0 -	90 34.1	34 25.0	46 26.6	20 22.0	43 40.6
Under $20,000	21 5.3	9 4.5	12 6.0	12 6.3	8 3.9	21 16.8	0 -	17 6.4	4 2.9	8 4.6	2 2.2	8 7.5
$20,000 to $29,999	45 11.3	21 10.6	24 11.9	28 14.7	17 8.3	45 36.0	0 -	34 12.9	11 8.1	17 9.8	6 6.6	17 16.0
$30,000 to $39,999	45 11.3	23 11.6	22 10.9	24 12.6	21 10.2	45 36.0	0 -	28 10.6	16 11.8	16 9.2	11 12.1	12 11.3
Refused under $40,000	5 1.3	3 1.5	2 1.0	2 1.0	3 1.5	5 4.0	0 -	4 1.5	1 .7	3 1.7	0 -	1 .9
Don't know under $40,000	9 2.3	0 -	9 4.5	1 .5	8 3.9	9 7.2	0 -	7 2.7	2 1.5	3 1.7	1 1.1	6 5.7
$40,000 or over	238 59.5	129 64.8	109 54.2	117 61.3	120 58.5	0 -	238 100.0	148 56.1	90 66.2	109 63.0	64 70.3	54 50.9
$40,000 to $49,999	64 16.0	32 16.1	31 15.4	29 15.2	35 17.1	0 -	64 26.9	40 15.2	23 16.9	25 14.5	16 17.6	18 17.0
$50,000 to $59,999	51 12.8	25 12.6	27 13.4	32 16.8	19 9.3	0 -	51 21.4	35 13.3	16 11.8	29 16.8	10 11.0	10 9.4
$60,000 to $69,999	40 10.0	27 13.6	13 6.5	21 11.0	19 9.3	0 -	40 16.8	22 8.3	18 13.2	14 8.1	16 17.6	9 8.5
$70,000 or more	68 17.0	39 19.6	29 14.4	30 15.7	39 19.0	0 -	68 28.6	41 15.5	27 19.9	32 18.5	19 20.9	15 14.2
Refused over $40,000	11 2.8	4 2.0	7 3.5	3 1.6	9 4.4	0 -	11 4.6	6 2.3	5 3.7	8 4.6	2 2.2	1 .9
Don't know over $40,000	3 .8	1 .5	2 1.0	3 1.6	0 -	0 -	3 1.3	3 1.1	0 -	1 .6	0 -	2 1.9
Refused income	31 7.8	13 6.5	18 9.0	7 3.7	23 11.2	0 -	0 -	23 8.7	9 6.6	14 8.1	6 6.6	8 7.5
Don't know income	6 1.5	2 1.0	4 2.0	0 -	5 2.4	0 -	0 -	3 1.1	3 2.2	4 2.3	2 2.2	0 -

Q.28A/B TOTAL ANNUAL HOUSEHOLD INCOME.

Base: Total respondents

		NUMBER OF TRIPS IN ALBERTA IN PAST YEAR:			LEVEL OF INTEREST IN CANMORE IN NEXT YEAR		USUALLY TRAVEL:		PLAYS GOLF:		GOES CAMPING:	
	TOTAL	NONE	ONE TO THREE	FOUR OR MORE	VERY/ FAIRLY	NOT VERY/ AT ALL	SPRING/ SUMMER ONLY	FALL/ WINTER	YES	NO	YES	NO
Base for Percentages - Actual Base for Percentages - Weighted	400 400 100.0	113 107 100.0	159 167 100.0	127 124 100.0	283 268 100.0	110 123 100.0	87 90 100.0	197 200 100.0	187 194 100.0	213 206 100.0	207 204 100.0	193 196 100.0
TOTAL ANNUAL HOUSEHOLD INCOME:												
Under $40,000	125 31.3	38 35.5	48 28.7	37 29.8	89 33.2	32 26.0	28 31.1	57 28.5	41 21.1	84 40.8	59 28.9	65 33.2
Under $20,000	21 5.3	8 7.5	8 4.8	6 4.8	14 5.2	5 4.1	6 6.7	7 3.5	8 4.1	13 6.3	6 2.9	14 7.1
$20,000 to $29,999	45 11.3	11 10.3	18 10.8	14 11.3	36 13.4	9 7.3	6 6.7	26 13.0	17 8.8	28 13.6	26 12.7	19 9.7
$30,000 to $39,999	45 11.3	16 15.0	16 9.6	13 10.5	34 12.7	9 7.3	12 13.3	17 8.5	14 7.2	31 15.0	22 10.8	23 11.7
Refused under $40,000	5 1.3	1 .9	2 1.2	2 1.6	2 .7	3 2.4	2 2.2	2 1.0	1 .5	4 1.9	2 1.0	3 1.5
Don't know under $40,000	9 2.3	2 1.9	5 3.0	3 2.4	3 1.1	6 4.9	3 3.3	5 2.5	0 -	9 4.4	3 1.5	6 3.1
$40,000 or over	238 59.5	58 54.2	103 61.7	77 62.1	163 60.8	72 58.5	52 57.8	128 64.0	139 71.6	99 48.1	126 61.8	112 57.1
$40,000 to $49,999	64 16.0	17 15.9	28 16.8	19 15.3	45 16.8	19 15.4	16 17.8	30 15.0	38 19.6	26 12.6	36 17.6	27 13.8
$50,000 to $59,999	51 12.8	13 12.1	22 13.2	17 13.7	35 13.1	15 12.2	8 8.9	31 15.5	29 14.9	23 11.2	23 11.3	29 14.8
$60,000 to $69,999	40 10.0	6 5.6	14 8.4	20 16.1	29 10.8	10 8.1	12 13.3	22 11.0	23 11.9	17 8.3	25 12.3	15 7.7
$70,000 or more	68 17.0	18 16.8	35 21.0	15 12.1	47 17.5	21 17.1	15 16.7	36 18.0	45 23.2	24 11.7	34 16.7	35 17.9
Refused over $40,000	11 2.8	4 3.7	2 1.2	5 4.0	6 2.2	5 4.1	1 1.1	7 3.5	5 2.6	7 3.4	5 2.5	6 3.1
Don't know over $40,000	3 .8	0 -	2 1.2	1 .8	1 .4	2 1.6	0 -	3 1.5	0 -	3 1.5	3 1.5	0 -
Refused income	31 7.8	[illegible] 7.[illegible]	14 8.4	9 7.3	13 4.9	16 13.0	9 10.0	14 7.0	13 6.7	18 8.7	16 7.8	16 8.2
Don't know income	6 1.5	3 2.8	2 1.2	1 .8	4 1.5	3 2.4	2 2.2	1 .5	1 .5	5 2.4	4 2.0	2 1.0

TABLE 28

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit
and stay in the Canmore area

		TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE:								
	TOTAL	WILDERNESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual Base for Percentages - Weighted	283 268 100.0	170 150 100.0	183 168 100.0	130 122 100.0	175 159 100.0	71 63 100.0	141 129 100.0	170 161 100.0	60 60 100.0	38 35 100.0
GOLFING:										
Would be likely to participate	113 42.2	57 38.0	71 42.3	56 45.9	62 39.0	29 46.0	52 40.3	70 43.5	31 51.7	16 45.7
Maybe/Possibly	13 4.9	6 4.0	7 4.2	7 5.7	10 6.3	3 4.8	7 5.4	8 5.0	0 -	2 5.7
Respondent	105 39.2	53 35.3	63 37.5	49 40.2	58 36.5	26 41.3	51 39.5	65 40.4	28 46.7	13 37.1
Other household members	75 28.0	35 23.3	49 29.2	40 32.8	41 25.8	19 30.2	32 24.8	52 32.3	19 31.7	12 34.3
Would not be likely to participate	143 53.4	88 58.7	90 53.6	60 49.2	87 54.7	31 49.2	70 54.3	83 51.6	30 50.0	17 48.6
CROSS-COUNTRY SKIING:										
Would be likely to participate	91 34.0	54 36.0	63 37.5	39 32.0	66 41.5	29 46.0	46 35.7	54 33.5	17 28.3	13 37.1
Maybe/Possibly	27 10.1	14 9.3	18 10.7	11 9.0	13 8.2	5 7.9	14 10.9	15 9.3	7 11.7	2 5.7
Respondent	112 41.8	65 43.3	77 45.8	47 38.5	73 45.9	33 52.4	54 41.9	68 42.2	24 40.0	13 37.1
Other household members	84 31.3	41 27.3	55 32.7	33 27.0	53 33.3	26 41.3	40 31.0	48 29.8	20 33.3	9 25.7
Would not be likely to participate	151 56.3	83 55.3	88 52.4	73 59.8	81 50.9	30 47.6	69 53.5	92 57.1	37 61.7	20 57.1
CAMPING:										
Would be likely to participate	183 68.3	135 90.0	149 88.7	106 86.9	108 67.9	43 68.3	93 72.1	107 66.5	27 45.0	23 65.7
Maybe/Possibly	16 6.0	8 5.3	11 6.5	7 5.7	10 6.3	2 3.2	7 5.4	7 4.3	1 1.7	4 11.4
Respondent	191 71.3	139 92.7	153 91.1	106 86.9	115 72.3	44 69.8	95 73.6	112 69.6	25 41.7	27 77.1
Other household members	158 59.0	108 72.0	127 75.6	93 76.2	90 56.6	35 55.6	81 62.8	94 58.4	21 35.0	20 57.1
Would not be likely to participate	70 26.1	7 4.7	9 5.4	9 7.4	41 25.8	18 28.6	28 21.7	47 29.2	33 55.0	8 22.9

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE
LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit
and stay in the Canmore area

		TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE:								
	TOTAL	WILDER NESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual Base for Percentages - Weighted	283 268 100.0	170 150 100.0	183 168 100.0	130 122 100.0	175 159 100.0	71 63 100.0	141 129 100.0	170 161 100.0	68 60 100.0	38 35 100.0
HIKING OR BACKPACKING:										
Would be likely to participate	176 65.7	122 81.3	125 74.4	87 71.3	111 69.8	43 68.3	89 69.0	108 67.1	34 56.7	26 74.3
Maybe/Possibly	14 5.2	4 2.7	7 4.2	4 3.3	9 5.7	3 4.8	1 .8	6 3.7	5 8.3	1 2.9
Respondent	180 67.2	120 80.0	126 75.0	87 71.3	114 71.7	43 68.3	87 67.4	108 67.1	36 60.0	25 71.4
Other household members	148 55.2	94 62.7	103 61.3	75 61.5	88 55.3	36 57.1	63 48.8	88 54.7	32 53.3	20 57.1
Would not be likely to participate	79 29.5	24 16.0	36 21.4	32 26.2	39 24.5	18 28.6	38 29.5	48 29.8	21 35.0	8 22.9
SWIMMING:										
Would be likely to participate	150 56.0	89 59.3	105 62.5	80 65.6	92 57.9	37 58.7	72 55.8	101 62.7	35 58.3	19 54.3
Maybe/Possibly	18 6.7	13 8.7	14 8.3	9 7.4	9 5.7	3 4.8	11 8.5	11 6.8	1 1.7	1 2.9
Respondent	165 61.6	100 66.7	117 69.6	87 71.3	99 62.3	39 61.9	80 62.0	109 67.7	35 58.3	19 54.3
Other household members	133 49.6	77 51.3	91 54.2	68 55.7	76 47.8	33 52.4	65 50.4	87 54.0	28 46.7	16 45.7
Would not be likely to participate	100 37.3	48 32.0	50 29.8	34 27.9	58 36.5	23 36.5	46 35.7	50 31.1	25 41.7	14 40.0
BOATING, CANOEING OR OTHER WATER SPORTS:										
Would be likely to participate	150 56.0	97 64.7	108 64.3	82 67.2	96 60.4	42 66.7	76 58.9	93 57.8	34 56.7	16 45.7
Maybe/Possibly	17 6.3	6 4.0	8 4.8	10 8.2	11 6.9	8 12.7	8 6.2	11 6.8	5 8.3	1 2.9
Respondent	159 59.3	97 64.7	111 66.1	86 70.5	103 64.8	47 74.6	80 62.0	100 62.1	37 61.7	15 42.9
Other household members	132 49.3	76 50.7	90 53.6	75 61.5	82 51.6	40 63.5	63 48.8	84 52.2	30 50.0	10 28.6
Don't know	1 .4	0 -	0 -	0 -	1 .6	1 1.6	0 -	0 -	0 -	0 -
Would not be likely to participate	102 38.1	47 31.3	53 31.5	31 25.4	52 32.7	14 22.2	44 34.1	57 35.4	21 35.0	18 51.4

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit and stay in the Canmore area

		TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE:								
	TOTAL	WILDERNESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual Base for Percentages - Weighted	283 268 100.0	170 150 100.0	183 168 100.0	130 122 100.0	175 159 100.0	71 63 100.0	141 129 100.0	170 161 100.0	60 60 100.0	38 35 100.0
SPORTFISHING:										
Would be likely to participate	114 42.5	83 55.3	86 51.2	65 53.3	62 39.0	29 46.0	61 47.3	74 46.0	23 38.3	16 45.7
Maybe/Possibly	9 3.4	0 -	4 2.4	3 2.5	6 3.8	3 4.8	5 3.9	5 3.1	3 5.0	1 2.9
Respondent	99 36.9	68 45.3	74 44.0	57 46.7	54 34.0	26 41.3	55 42.6	61 37.9	18 30.0	14 40.0
Other household members	96 35.8	61 40.7	68 40.5	55 45.1	51 32.1	26 41.3	52 40.3	61 37.9	21 35.0	14 40.0
Would not be likely to participate	145 54.1	68 45.3	78 46.4	54 44.3	91 57.2	31 49.2	62 48.1	82 50.9	34 56.7	18 51.4
MOUNTAIN BIKING:										
Would be likely to participate	82 30.6	58 38.7	62 36.9	44 36.1	51 32.1	22 34.9	36 27.9	52 32.3	18 30.0	16 45.7
Maybe/Possibly	15 5.6	11 7.3	10 6.0	11 9.0	10 6.3	5 7.9	5 3.9	7 4.3	3 5.0	3 8.6
Respondent	88 32.8	64 42.7	64 38.1	46 37.7	55 34.6	23 36.5	37 28.7	53 32.9	20 33.3	17 48.6
Other household members	69 25.7	46 30.7	50 29.8	37 30.3	41 25.8	23 36.5	27 20.9	41 25.5	15 25.0	12 34.3
Would not be likely to participate	171 63.8	81 54.0	96 57.1	67 54.9	98 61.6	37 58.7	88 68.2	102 63.4	40 66.7	16 45.7
CYCLING:										
Would be likely to participate	109 40.7	76 50.7	82 48.8	62 50.8	65 40.9	32 50.8	57 44.2	68 42.2	22 36.7	17 48.6
Maybe/Possibly	18 6.7	8 5.3	11 6.5	8 6.6	14 8.8	3 4.8	6 4.7	12 7.5	5 8.3	1 2.9
Respondent	120 44.8	80 53.3	89 53.0	66 54.1	72 45.3	33 52.4	59 45.7	77 47.8	25 41.7	17 48.6
Other household members	97 36.2	61 40.7	72 42.9	56 45.9	56 35.2	29 46.0	47 36.4	63 39.1	18 30.0	11 31.4
Would not be likely to participate	142 53.0	67 44.7	75 44.6	52 42.6	81 50.9	28 44.4	65 50.4	81 50.3	34 56.7	17 48.6

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit and stay in the Canmore area

		TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE:								
	TOTAL	WILDER NESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual	283	170	183	130	175	71	141	170	60	38
Base for Percentages - Weighted	268 100.0	150 100.0	168 100.0	122 100.0	159 100.0	63 100.0	129 100.0	161 100.0	60 100.0	35 100.0
TENNIS:										
Would be likely to participate	64 23.9	40 26.7	42 25.0	32 26.2	38 23.9	15 23.8	23 17.8	41 25.5	22 36.7	9 25.7
Maybe/Possibly	6 2.2	4 2.7	6 3.6	4 3.3	3 1.9	0 -	2 1.6	3 1.9	0 -	1 2.9
Respondent	63 23.5	38 25.3	42 25.0	32 26.2	37 23.3	15 23.8	22 17.1	39 24.2	22 36.7	9 25.7
Other household members	46 17.2	27 18.0	28 16.7	21 17.2	25 15.7	11 17.5	12 9.3	29 18.0	14 23.3	5 14.3
Would not be likely to participate	199 74.3	105 70.0	121 72.0	86 70.5	119 74.8	48 76.2	104 80.6	117 72.7	39 65.0	25 71.4
PROGRAMMED OUTDOOR ACTIVITIES:										
Would be likely to participate	84 31.3	52 34.7	62 36.9	51 41.8	46 28.9	28 44.4	50 38.8	57 35.4	18 30.0	14 40.0
Maybe/Possibly	33 12.3	18 12.0	21 12.5	13 10.7	24 15.1	5 7.9	18 14.0	24 14.9	6 10.0	3 8.6
Respondent	109 40.7	65 43.3	78 46.4	59 48.4	67 42.1	31 49.2	64 49.6	75 46.6	20 33.3	16 45.7
Other household members	89 33.2	50 33.3	65 38.7	50 41.0	50 31.4	26 41.3	50 38.8	60 37.3	20 33.3	12 34.3
Would not be likely to participate	150 56.0	80 53.3	86 51.2	59 48.4	89 56.0	30 47.6	59 45.7	79 49.1	35 58.3	19 54.3
Don't know	1 .4	0 -	0 -	0 -	0 -	0 -	1 .8	1 .6	1 1.7	0 -
HORSEBACK RIDING:										
Would be likely to participate	109 40.7	75 50.0	79 47.0	61 50.0	84 52.8	31 49.2	53 41.1	71 44.1	28 46.7	21 60.0
Maybe/Possibly	36 13.4	24 16.0	29 17.3	23 18.9	17 10.7	8 12.7	17 13.2	19 11.8	2 3.3	1 2.9
Respondent	139 51.9	95 63.3	102 60.7	81 66.4	96 60.4	36 57.1	66 51.2	88 54.7	27 45.0	22 62.9
Other household members	109 40.7	70 46.7	81 48.2	64 52.5	72 45.3	29 46.0	48 37.2	70 43.5	22 36.7	17 48.6
Would not be likely to participate	123 45.9	52 34.7	61 36.3	38 31.1	59 37.1	24 38.1	59 45.7	71 44.1	31 51.7	13 37.1

TABLE 28

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit and stay in the Canmore area

		TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE:								
	TOTAL	WILDERNESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual Base for Percentages - Weighted	283 268 100.0	170 150 100.0	183 168 100.0	130 122 100.0	175 159 100.0	71 63 100.0	141 129 100.0	170 161 100.0	60 60 100.0	38 35 100.0
HUNTING:										
Would be likely to participate	35 13.1	30 20.0	32 19.0	22 18.0	20 12.6	7 11.1	22 17.1	20 12.4	2 3.3	7 20.0
Maybe/Possibly	4 1.5	1 .7	4 2.4	2 1.6	1 .6	1 1.6	3 2.3	2 1.2	1 1.7	0 -
Respondent	27 10.1	24 16.0	26 15.5	18 14.8	13 8.2	5 7.9	17 13.2	14 8.7	1 1.7	7 20.0
Other household members	19 7.1	14 9.3	16 9.5	9 7.4	9 5.7	4 6.3	11 8.5	9 5.6	2 3.3	1 2.9
Would not be likely to participate	229 85.4	119 79.3	133 79.2	99 81.1	139 87.4	55 87.3	104 80.6	139 86.3	58 96.7	28 80.0
WILDLIFE VIEWING:										
Would be likely to participate	182 67.9	110 73.3	127 75.6	96 78.7	117 73.6	48 76.2	98 76.0	111 68.9	38 63.3	28 80.0
Maybe/Possibly	24 9.0	14 9.3	14 8.3	9 7.4	9 5.7	6 9.5	5 3.9	17 10.6	5 8.3	2 5.7
Respondent	196 73.1	116 77.3	131 78.0	96 78.7	121 76.1	52 82.5	97 75.2	120 74.5	41 68.3	30 85.7
Other household members	166 61.9	93 62.0	112 66.7	84 68.9	98 61.6	46 73.0	76 58.9	103 64.0	36 60.0	22 62.9
Don't know	2 .7	2 1.3	2 1.2	2 1.6	0 -	0 -	2 1.6	2 1.2	0 -	0 -
Would not be likely to participate	62 23.1	26 17.3	28 16.7	18 14.8	33 20.8	10 15.9	25 19.4	33 20.5	17 28.3	5 14.3
VISITING INTERPRETIVE CENTRES OR EXHIBITS:										
Would be likely to participate	194 72.4	114 76.0	131 78.0	95 77.9	116 73.0	48 76.2	105 81.4	123 76.4	38 63.3	25 71.4
Maybe/Possibly	19 7.1	11 7.3	13 7.7	8 6.6	8 5.0	2 3.2	4 3.1	8 5.0	4 6.7	1 2.9
Respondent	207 77.2	120 80.0	137 81.5	98 80.3	120 75.5	47 74.6	104 80.6	127 78.9	40 66.7	25 71.4
Other household members	179 66.8	98 65.3	120 71.4	88 72.1	99 62.3	42 66.7	87 67.4	109 67.7	35 58.3	20 57.1
Would not be likely to participate	55 20.5	26 17.3	25 14.9	19 15.6	36 22.6	13 20.6	19 14.7	30 18.6	19 31.7	9 25.7

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit
and stay in the Canmore area

		TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE:								
	TOTAL	WILDERNESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual	283	170	183	130	175	71	141	170	60	38
Base for Percentages - Weighted	268 100.0	150 100.0	168 100.0	122 100.0	159 100.0	63 100.0	129 100.0	161 100.0	60 100.0	35 100.0
SHOPPING:										
Would be likely to participate	172 64.2	99 66.0	112 66.7	93 76.2	103 64.8	40 63.5	89 69.0	113 70.2	41 68.3	19 54.3
Maybe/Possibly	15 5.6	5 3.3	11 6.5	4 3.3	10 6.3	4 6.3	5 3.9	9 5.6	5 8.3	0 -
Respondent	182 67.9	101 67.3	119 70.8	95 77.9	108 67.9	43 68.3	92 71.3	120 74.5	46 76.7	18 51.4
Other household members	157 58.6	86 57.3	106 63.1	84 68.9	88 55.3	36 57.1	73 56.6	104 64.6	39 65.0	15 42.9
Would not be likely to participate	81 30.2	46 30.7	45 26.8	26 21.3	47 29.6	20 31.7	35 27.1	39 24.2	14 23.3	16 45.7
DINING IN RESTAURANTS:										
Would be likely to participate	228 85.1	128 85.3	144 85.7	107 87.7	141 88.7	55 87.3	115 89.1	144 89.4	51 85.0	31 88.6
Maybe/Possibly	8 3.0	4 2.7	3 1.8	2 1.6	2 1.3	3 4.8	1 .8	4 2.5	3 5.0	1 2.9
Respondent	234 87.3	132 88.0	147 87.5	109 89.3	142 89.3	58 92.1	115 89.1	147 91.3	53 88.3	31 88.6
Other household members	201 75.0	109 72.7	125 74.4	94 77.0	117 73.6	49 77.8	93 72.1	125 77.6	48 80.0	26 74.3
Would not be likely to participate	33 12.3	18 12.0	21 12.5	13 10.7	16 10.1	6 9.5	13 10.1	13 8.1	7 11.7	3 8.6
SKATING:										
Would be likely to participate	83 31.0	55 36.7	61 36.3	42 34.4	57 35.8	27 42.9	51 39.5	57 35.4	13 21.7	17 48.6
Maybe/Possibly	13 4.9	8 5.3	9 5.4	10 8.2	5 3.1	3 4.8	6 4.7	8 5.0	0 -	1 2.9
Respondent	87 32.5	58 38.7	65 38.7	47 38.5	57 35.8	27 42.9	49 38.0	58 36.0	13 21.7	16 45.7
Other household members	75 28.0	48 32.0	55 32.7	42 34.4	47 29.6	24 38.1	41 31.8	51 31.7	10 16.7	14 40.0
Would not be likely to participate	173 64.6	86 57.3	98 58.3	71 58.2	97 61.0	34 54.0	72 55.8	96 59.6	47 78.3	17 48.6

TABLE 28

RT145 - CANMORE/BOW VALLEY AREA TOURISM STUDY

Q.15A/B RECREATIONAL ACTIVITIES IN WHICH HOUSEHOLD MEMBERS WOULD BE LIKELY TO PARTICIPATE IN THE CANMORE AREA.

Base: Total respondents very or fairly likely to visit and stay in the Canmore area

	TOTAL	TYPES OF ACCOMMODATIONS WOULD LIKELY USE IF STAYING IN CANMORE: WILDERNESS CAMPSITES	SEMI SERVICED CAMPSITES	FULLY SERVICED CAMPSITES	RENTED CABINS/ CHALETS	OWNED CABINS/ CONDOS	MOTELS/ BUDGET HOTELS	MID PRICE HOTELS	LUXURY HOTELS/ RESORTS	TIME SHARE UNITS
Base for Percentages - Actual	283	170	183	130	175	71	141	170	60	38
Base for Percentages - Weighted	268	150	168	122	159	63	129	161	60	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GUIDED SIGHTSEEING BY BUS OR MINI-BUS:										
Would be likely to participate	49	22	28	26	32	19	32	42	15	7
	18.3	14.7	16.7	21.3	20.1	30.2	24.8	26.1	25.0	20.0
Maybe/Possibly	21	8	11	6	8	3	9	9	6	2
	7.8	5.3	6.5	4.9	5.0	4.8	7.0	5.6	10.0	5.7
Respondent	67	29	37	30	38	20	41	48	18	9
	25.0	19.3	22.0	24.6	23.9	31.7	31.8	29.8	30.0	25.7
Other household members	59	23	31	25	32	17	31	43	18	6
	22.0	15.3	18.5	20.5	20.1	27.0	24.0	26.7	30.0	17.1
Would not be likely to participate	198	121	130	91	119	41	88	110	40	26
	73.9	80.7	77.4	74.6	74.8	65.1	68.2	68.3	66.7	74.3

Q.25/26 SEX AND AGE OF RESPONDENT.

Base: Total respondents

	TOTAL ACTUAL	TOTAL WEIGHTED
Base for Percentages - Actual	400	400
Base for Percentages - Weighted	400	400
	100.0	100.0
SEX:		
Male	195 48.8	199 49.8
Female	205 51.3	201 50.3
AGE:		
18 to 24 years	68 17.0	68 17.0
25 to 34 years	141 35.3	123 30.8
35 to 44 years	99 24.8	81 20.3
45 to 54 years	33 8.3	50 12.5
55 to 64 years	37 9.3	38 9.5
65 years or over	18 4.5	36 9.0
Refused	4 1.0	4 1.0

APPENDIX

Q.A Hello, I'm ______ calling on behalf of Alberta Tourism. We are conducting a survey about people's travel patterns and I would like to ask you a few questions.

USE TROLDAHL-CARTER PROCESS TO RANDOMLY SELECT RESPONDENT FROM MEMBERS OF HOUSEHOLD AGED 18 YEARS OR OLDER.

B. So that I can find out whom I should be interviewing in the household, and because I have to alternate interviews with males and females, I'd like you to tell me how many people in this household are 18 years of age or older.

```
ONE....................  1- 1
TWO....................     2
THREE..................     3
FOUR...................     4
FIVE...................     5
SIX....................     6
SEVEN..................     7
EIGHT..................     8
NINE...................     9
TEN OR MORE............    10
NONE...................    11              -TERMINATE
REFUSED................    12              -TERMINATE
```

Q.1 Because we want to ask you about the travel patterns of your family, please tell me how many people, including yourself, live in your household.
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 2-

Q.2 And how many are-

Adults aged 55 or over?
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 3-

Adults aged 35 to 54 years?
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 4-

Young adults aged 18 to 34?
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 5-

Teenagers aged 12 to 17?
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 6-

Children under 12?
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 7-

Q.3 Thinking now of the VACATION trips you have taken in the past year, how many trips, if any, have you made OUTSIDE OF ALBERTA?

(PROBE FOR RESPONDENT'S BEST ESTIMATE)
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 8-

Q.4 How many vacation trips of one night or more have you made to locations IN ALBERTA in the past year? By trip, I mean an overnight stay outside of Calgary.

(PROBE FOR RESPONDENTS' BEST ESTIMATE)
(ENTER ESC D FOR "DON'T KNOW"/"REFUSED")

+--+--+ 9-

IF NO VACATIONS IN EITHER Q.3 OR Q.4, SKIP TO Q.10.

(ASK Q.5 IF RESPONDENT NOT ALONE IN HOUSEHOLD, I.E., MORE THAN ONE IN Q.1, OTHERWISE CODE "RESPONDENT LIVES ALONE".)
Q.5 Which other members of your household (usually) travelled with you on (this/these) vacation trip(s)?

(PROBE WITH LIST IF REQUIRED)

```
ADULTS AGED 55 OR OVER................... 10- 1,

ADULTS AGED 35 TO 54 YEARS...............     2,
YOUNG ADULTS AGED 18 TO 34...............     3,
TEENAGERS AGED 12 TO 17..................     4,
CHILDREN UNDER 12........................     5,
NONE/NO ONE ELSE.........................     6,
RESPONDENT LIVES ALONE...................     7,
REFUSED..................................     8,
```

Q.6 Thinking of (the trip/all of the trips) you took in the past year, which of the following types of activities did you (or your household) participate in?

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR, DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Golfing?

```
YES...................................... 11- 1
NO.......................................     2
DON'T KNOW...............................     3
```

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Golfing?
Was it-
(READ LIST)

```
You, yourself............................ 12- 1,
or Other members of your household.......     2,
DON'T KNOW...............................     3,
```

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Downhill skiing?

YES.................................... 13- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Downhill skiing?
Was it-
(READ LIST)

You, yourself.......................... 14- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Cross-country skiing?

YES.................................... 15- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Cross-country skiing?
Was it-
(READ LIST)

You, yourself.......................... 16- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Camping?

YES.................................... 17- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Camping?
Was it-
(READ LIST)

You, yourself.......................... 18- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Hiking or backpacking?

YES.................................... 19- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Hiking or backpacking?
Was it-
(READ LIST)

You, yourself.......................... 20- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Swimming?

YES.................................... 21- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Swimming?
Was it-
(READ LIST)

You, yourself.......................... 22- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Boating, canoeing or other water sports (aside from swimming)?

YES.................................... 23- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Boating, canoeing or other water sports (aside from swimming)?
Was it-
(READ LIST)

You, yourself.......................... 24- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Sportfishing?

YES.................................... 25- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Sportfishing?
Was it-
(READ LIST)

You, yourself.......................... 26- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Mountain biking?

YES.................................... 27- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Mountain biking?
Was it-
(READ LIST)

You, yourself.......................... 28- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Cycling?

YES.................................... 29- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Cycling?
Was it-
(READ LIST)

You, yourself.......................... 30- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Tennis?

YES.................................... 31- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Tennis?
Was it-
(READ LIST)

You, yourself.......................... 32- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Programmed outdoor activities?

YES.................................... 33- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Programmed outdoor activities?
Was it-
(READ LIST)

You, yourself.......................... 34- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Horseback riding?

YES.................................... 35- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Horseback riding?
Was it-
(READ LIST)

You, yourself.......................... 36- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Hunting?

YES.................................... 37- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Hunting?
Was it-
(READ LIST)

You, yourself.......................... 38- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR,
DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Wildlife viewing?

YES.................................... 39- 1
NO.....................................   2
DON'T KNOW.............................   3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER
TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Wildlife viewing?
Was it-
(READ LIST)

You, yourself.......................... 40- 1,
or Other members of your household....... 2,
DON'T KNOW.............................   3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR, DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Visiting interpretive centres or exhibits?

YES.................................... 41- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Visiting interpretive centres or exhibits?
Was it-
(READ LIST)

You, yourself.......................... 42- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR, DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Shopping?

YES.................................... 43- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Shopping?
Was it-
(READ LIST)

You, yourself.......................... 44- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR, DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Dining in restaurants?

YES.................................... 45- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Dining in restaurants?
Was it-
(READ LIST)

You, yourself.......................... 46- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR, DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Skating?

YES.................................... 47- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Skating?
Was it-
(READ LIST)

You, yourself.......................... 48- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

(THINKING OF (THE TRIP/ALL OF THE TRIPS) YOU TOOK IN THE PAST YEAR, DID YOU (OR YOUR HOUSEHOLD) PARTICIPATE IN-)
Q.6a Guided sightseeing by bus or mini-bus?

YES.................................... 49- 1
NO..................................... 2
DON'T KNOW............................. 3

(IF "YES" AND ANOTHER HOUSEHOLD MEMBER TRAVELLED WITH RESPONDENT IN Q.5)
Q.6b Who participated in Guided sightseeing by bus or mini-bus?
Was it-
(READ LIST)

You, yourself.......................... 50- 1,
or Other members of your household....... 2,
DON'T KNOW............................. 3,

| IF NO VACATIONS IN ALBERTA IN Q.4, SKIP TO Q.10. |

Q.7 Which locations in Alberta (did you visit/have you visited) in the past year on (this) vacation trip(s)? Any others?
(DO NOT READ LIST)

BANFF.................................. 51- 1,
CANMORE AREA........................... 2,
CROWSNEST PASS......................... 3,
DRUMHELLER............................. 4,
EDMONTON............................... 5,
FORT MCLEOD............................ 6,
FORT MCMURRAY.......................... 7,
GRAND PRAIRIE.......................... 8,
KANANASKIS............................. 9,
LLOYDMINSTER........................... 10,
JASPER................................. 11,
LAKE LOUISE............................ 12,
LETHBRIDGE............................. 13,
MEDICINE HAT........................... 14,
PEACE RIVER............................ 15,
RED DEER............................... 16,
SYLVAN LAKE............................ 17,
WATERTON LAKES......................... 18,

WESTCASTLE	19,
OTHER	20,
DON'T KNOW	21,

Q.8 Did you take (this vacation trip/any of these vacation trips) in Alberta during the-
(READ LIST)

Spring	52- 1,
Summer	2,
Fall	3,
or Winter	4,
DON'T KNOW	5,

Q.9 And which types of accommodation did you use on (this) vacation trip(s) in Alberta in the past year? Did you-
(RECORD AS YOU READ LIST IN ORDER PRESENTED)

Stay with friends or relatives	53- 1,
Camp in tent(s)	2,
Camp in a trailer or camper	3,
Stay in a motorhome	4,
Stay in budget hotels or motels under $40	5,
Stay in mid-price hotels	6,
Stay in luxury or 4-star hotels or resorts	7,
or Stay in a vacation home or property	8,
DON'T KNOW	9,

ALL RESPONDENTS ANSWER Q.10.

Q.10 Do you (or other members of your household) own-
(READ LIST)

A vacation home	54- 1,	
or A vacation property.	2,	
DON'T KNOW/NONE	3,	-SKIP TO Q.13

Q.11 What are the three main activities you (and your household) participate in while you are at your vacation home or property?
(DO NOT READ LIST)

GOLFING	55- 1,
DOWNHILL SKIING	2,
CROSS-COUNTRY SKIING	3,
CAMPING	4,
HIKING OR BACKPACKING	5,
SWIMMING	6,
BOATING, CANOEING OR OTHER WATER SPORTS (ASIDE FROM SWIMMING)	7,
SPORTFISHING	8,
MOUNTAIN BIKING	9,
CYCLING	10,
TENNIS	11,
PROGRAMMED OUTDOOR ACTIVITIES	12,
HORSEBACK RIDING	13,
HUNTING	14,
WILDLIFE VIEWING	15,
VISITING INTERPRETIVE CENTRES OR EXHIBITS	16,
SHOPPING	17,
DINING IN RESTAURANTS	18,
SKATING	19,
GUIDED SIGHTSEEING BY BUS OR MINI-BUS	20,
OTHER	21,
DON'T KNOW	22,

Q.12 Is your vacation home or property located in-
(READ LIST)

Alberta	56- 1,
British Columbia	2,
Or somewhere else	3,
DON'T KNOW	4,

(IF MENTIONED CAMPING IN EITHER Q.6, Q.9, OR Q.11)
Q.13 (You mentioned that you go camping...) What type of campground do you usually stay at? Is it-
(RECORD AS YOU READ LIST IN ORDER PRESENTED)

A provincial or national campground	57- 1,
A private campground	2,
A seasonal-lease campground	3,
A membership campground such as Coast to Coast	4,
A KOA-type of franchise	5,
OTHER	6,
DON'T KNOW/NO USUAL TYPE	7,

The Cannore area lies about one hour west of Calgary on Highway 1. It includes the town of Canmore and the Bow River Valley. You may have passed through the Canmore area on your way to Banff or Kananaskis.

(IF "CANMORE AREA" NOT MENTIONED IN Q.7)
Have you ever stopped or participated in recreational activities in this area?

YES	58- 1
NO	2
DON'T KNOW	3

Q.15a Would you (or your household) be likely to participate in the following recreational activities or use the following types of facilities if they were available in the Canmore area?

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Golfing?

YES	59-	1
NO		2
MAYBE/POSSIBLY		3
DON'T KNOW		4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Golfing?
Would it be-
(READ LIST)

You, yourself	60-	1,
or Other members of your household		2,
DON'T KNOW		3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Cross-country skiing?

YES	61-	1
NO		2
MAYBE/POSSIBLY		3
DON'T KNOW		4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Cross-country skiing?
Would it be-
(READ LIST)

You, yourself	62-	1,
or Other members of your household		2,
DON'T KNOW		3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Camping?

YES	63-	1
NO		2
MAYBE/POSSIBLY		3
DON'T KNOW		4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Camping?
Would it be-
(READ LIST)

You, yourself	64-	1,
or Other members of your household		2,
DON'T KNOW		3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Hiking or backpacking?

YES	65-	1
NO		2
MAYBE/POSSIBLY		3
DON'T KNOW		4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Hiking or backpacking?
Would it be-
(READ LIST)

You, yourself	66-	1,
or Other members of your household		2,
DON'T KNOW		3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Swimming?

YES	67-	1
NO		2
MAYBE/POSSIBLY		3
DON'T KNOW		4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Swimming?
Would it be-
(READ LIST)

You, yourself	68-	1,
or Other members of your household		2,
DON'T KNOW		3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Boating, canoeing or other water sports (aside from swimming)?

YES	69-	1
NO		2
MAYBE/POSSIBLY		3
DON'T KNOW		4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Boating, canoeing or other water sports (aside from swimming)?
Would it be-
(READ LIST)

You, yourself	70-	1,
or Other members of your household		2,
DON'T KNOW		3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Sportfishing?

YES	71-	1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Sportfishing?
Would it be-
(READ LIST)

You, yourself............................. 72- 1,

or Other members of your household....... 2,

DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Mountain biking?

YES....................................... 73- 1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Mountain biking?
Would it be-
(READ LIST)

You, yourself............................. 74- 1,

or Other members of your household....... 2,

DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Cycling?

YES....................................... 75- 1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Cycling?
Would it be-
(READ LIST)

You, yourself............................. 76- 1,

or Other members of your household....... 2,

DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Tennis?

YES....................................... 77- 1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Tennis?
Would it be-
(READ LIST)

You, yourself............................. 78- 1,

or Other members of your household....... 2,

DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Programmed outdoor activities?

YES....................................... 79- 1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Programmed outdoor activities?
Would it be-
(READ LIST)

You, yourself............................. 80- 1,

or Other members of your household....... 2,

DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Horseback riding?

YES....................................... 81- 1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Horseback riding?
Would it be-
(READ LIST)

You, yourself............................. 82- 1,

or Other members of your household....... 2,

DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Hunting?

YES....................................... 83- 1

NO.. 2

MAYBE/POSSIBLY............................ 3

DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Hunting?
Would it be-
(READ LIST)

You, yourself.............................. 84- 1,
or Other members of your household....... 2,
DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Wildlife viewing?

YES....................................... 85- 1
NO.. 2
MAYBE/POSSIBLY............................ 3
DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Wildlife viewing?
Would it be-
(READ LIST)

You, yourself.............................. 86- 1,
or Other members of your household....... 2,
DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Visiting interpretive centres or exhibits?

YES....................................... 87- 1
NO.. 2
MAYBE/POSSIBLY............................ 3
DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Visiting interpretive centres or exhibits?
Would it be-
(READ LIST)

You, yourself.............................. 88- 1,
or Other members of your household....... 2,
DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Shopping?

YES....................................... 89- 1
NO.. 2
MAYBE/POSSIBLY............................ 3
DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Shopping?
Would it be-
(READ LIST)

You, yourself.............................. 90- 1,
or Other members of your household....... 2,
DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Dining in restaurants?

YES....................................... 91- 1
NO.. 2
MAYBE/POSSIBLY............................ 3
DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Dining in restaurants?
Would it be-
(READ LIST)

You, yourself.............................. 92- 1,
or Other members of your household....... 2,
DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Skating?

YES....................................... 93- 1
NO.. 2
MAYBE/POSSIBLY............................ 3
DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)
Q.15b Who (would/might) participate in Skating?
Would it be-
(READ LIST)

You, yourself.............................. 94- 1,
or Other members of your household....... 2,
DON'T KNOW................................ 3,

(IF IT WERE AVAILABLE IN THE CANMORE AREA, WOULD YOU (OR YOUR HOUSEHOLD) BE LIKELY TO PARTICIPATE IN-)
Q.15a Guided sightseeing by bus or mini-bus?

YES....................................... 95- 1
NO.. 2
MAYBE/POSSIBLY............................ 3
DON'T KNOW................................ 4

(IF "YES" OR "MAYBE/POSSIBLY" AND MORE THAN ONE HOUSEHOLD MEMBER IN Q.1)

Q.15b Who (would/might) participate in Guided sightseeing by bus or mini-bus?
Would it be-

(READ LIST)

You, yourself............................ 96- 1,

or Other members of your household....... 2,

DON'T KNOW............................... 3,

Q.15c What other types of recreational activities would you (and your household) like to be able to participate in near the Canmore area? Any others?

1.. 97- 1,
2.. 2,
3.. 3,
4.. 4,
5.. 5,
6.. 6,
7.. 7,
8.. 8,
9.. 9,
10....................................... 10,
11....................................... 11,
12....................................... 12,
13....................................... 13,
14....................................... 14,
15....................................... 15,
16....................................... 16,
17....................................... 17,
18....................................... 18,
19....................................... 19,
20....................................... 20,
21....................................... 21,
22....................................... 22,
23....................................... 23,
24....................................... 24,
25....................................... 25,
26....................................... 26,
27....................................... 27,
28....................................... 28,
NONE..................................... 29,
DON'T KNOW............................... 30,

(IF "YES" OR "MAYBE/POSSIBLY" TO GOLFING IN Q.15A)

Q.16 If you (or your household) were going to golf in the Canmore area, would you be likely to use-

(READ LIST)

A Par 3 course........................... 98- 1,
A regular 18 hole course................. 2,
or A more difficult championship course.. 3,
NONE/DON'T KNOW.......................... 4,

Q.17 If you were going to stay in the Canmore area, which of the following types of accommodation would you be likely to use if it were available?

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)

Wilderness campsites?

YES...................................... 99- 1
NO....................................... 2
MAYBE/POSSIBLY........................... 3
DON'T KNOW............................... 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)

Semi-serviced campsites?

YES...................................... 100- 1
NO....................................... 2
MAYBE/POSSIBLY........................... 3
DON'T KNOW............................... 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)

Fully-serviced campsites with facilities for recreational vehicles?

YES...................................... 101- 1
NO....................................... 2
MAYBE/POSSIBLY........................... 3
DON'T KNOW............................... 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)

Rented cabins or chalets?

YES...................................... 102- 1
NO....................................... 2
MAYBE/POSSIBLY........................... 3
DON'T KNOW............................... 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)

Owned cabins or condominiums?

YES...................................... 103- 1
NO....................................... 2
MAYBE/POSSIBLY........................... 3
DON'T KNOW............................... 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)
Motels or budget hotels under $40?

YES.................................... 104- 1
NO..................................... 2
MAYBE/POSSIBLY......................... 3
DON'T KNOW............................. 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)
Mid-price hotels?

YES.................................... 105- 1
NO..................................... 2
MAYBE/POSSIBLY......................... 3
DON'T KNOW............................. 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)
Luxury or 4-star hotels or resorts?

YES.................................... 106- 1
NO..................................... 2
MAYBE/POSSIBLY......................... 3
DON'T KNOW............................. 4

(IF YOU WERE GOING TO STAY IN THE CANMORE AREA, WOULD YOU BE LIKELY TO USE-)
Time share units?

YES.................................... 107- 1
NO..................................... 2
MAYBE/POSSIBLY......................... 3
DON'T KNOW............................. 4

Q.18 If recreational and accommodation facilities like the ones we have just been talking about were available in the Cannmore area, how likely do you think you would you be to visit this area and stay for one or more nights within the next year?
(READ LIST)

Very likely............ 108- 1 -SKIP TO Q.20
Fairly likely.......... 2 -SKIP TO Q.20
Not very likely........ 3
Not at all likely...... 4
DON'T KNOW............. 5 -SKIP TO Q.21

(IF "NOT VERY LIKELY" OR "NOT AT ALL LIKELY" IN Q.18)
Q.19 What would make you more interested in visiting the Canmore area?
(PROBE FULLY: i.e., Are there any other facilities or services you would like?)

1...................................... 109- 1,
2...................................... 2,
3...................................... 3,
4...................................... 4,
5...................................... 5,
6...................................... 6,
7...................................... 7,
8...................................... 8,
9...................................... 9,
10..................................... 10,
11..................................... 11,
12..................................... 12,
13..................................... 13,
14..................................... 14,
15..................................... 15,
16..................................... 16,
17..................................... 17,
18..................................... 18,
19..................................... 19,
20..................................... 20,
21..................................... 21,
22..................................... 22,
23..................................... 23,
24..................................... 24,
25..................................... 25,
26..................................... 26,
27..................................... 27,
28..................................... 28,
NOTHING................................ 29,
DON'T KNOW............................. 30,

(IF "VERY LIKELY" OR "FAIRLY LIKELY" IN Q.18)
Q.20 If the accommodation of your choice were available, do you think you would be likely to stay there for one or more nights during the-
(READ LIST)

Spring................................. 110- 1,
Summer................................. 2,
Fall................................... 3,
Winter................................. 4,
DON'T KNOW............................. 5,

Q.21 Now I am going to describe some developments which could be constructed in the Canmore Area, and I would like to know how likely you would be to stay there if they were available.

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
A resort complex with accommodation in either mid-priced hotels or campgrounds. A golf course would be in the vicinity of the accommodation, as would a swimming pool and tennis courts. The complex would include a small supermarket and a restaurant.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 111- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
A four star hotel, with all hotel services including fine dining, room service, a cocktail lounge, as well as tennis, golf, a fitness facility and a swimming pool.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 112- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
A campground where you could lease a site for several weeks to the full season.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 113- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
Chalets or apartments which would be available for time-sharing.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 114- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
Chalets or apartments which would be available for condominium ownership.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 115- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
A second home or cottage.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 116- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

(HOW LIKELY WOULD YOU BE TO STAY IN THE CANMORE AREA IF THIS DEVELOPMENT WERE AVAILABLE?)
Recreational property which you could develop yourself.
(REPEAT RATING SCALE AS REQUIRED)

Very likely............................ 117- 1
Fairly likely............................ 2
Not very likely............................ 3
Not at all likely............................ 4
MAYBE/POSSIBLY LIKELY.................... 5
DON'T KNOW............................ 6

Q.22 If you could put a recreational development in the Canmore Area that you would use, what components would it include? Anything else?

(PROBE AS REQUIRED: What types of recreational facilities would you like to see for yourself and other family members?
What types of accommodation would you want?

1.................................... 118- 1,
2.................................... 2,
3.................................... 3,
4.................................... 4,
5.................................... 5,
6.................................... 6,
7.................................... 7,
8.................................... 8,
9.................................... 9,
10.................................... 10,

11	11,
12	12,
13	13,
14	14,
15	15,
16	16,
17	17,
18	18,
19	19,
20	20,
21	21,
22	22,
23	23,
24	24,
25	25,
26	26,
27	27,
28	28,
29	29,
DON'T KNOW	30,

(RECORD "YES" IF "GOLFING" IN EITHER Q.6, Q.11, OR Q.15, OTHERWISE ASK)
Q.23 Do you play golf?

YES	119-	1
NO		2

(IF "YES" IN Q.23)
Q.24 (You've mentioned that you play golf.) How often do you play golf during Alberta's golf season? Is it–
(READ LIST)

Once a week or more often	120-	1
Two to three times a month		2
Five to eleven times a year		3
or Once a year or less		4
DON'T KNOW/NO USUAL PATTERN		5
NO, I DON'T PLAY		6

Now, just a few questions to help us classify the data. The information will be kept strictly confidential.

Q.25 SEX (RECORD)

MALE	121-	1
FEMALE		2

Q.26 What is your age?
(PROBE WITH LIST IF REQUIRED)

18 TO 24 YEARS	122-	1
25 TO 34 YEARS		2
35 TO 44 YEARS		3
45 TO 54 YEARS		4
55 TO 64 YEARS		5
65 YEARS OR OVER		6
REFUSED		7

Q.27 What is your occupation? (SPECIFY JOB TITLE AND TYPE OF COMPANY)
(DO NOT READ LIST)

NOT EMPLOYED/LAID-OFF	123-	1
HOMEMAKER		2
RETIRED/DISABLED		3
STUDENT		4
ON STRIKE/ON LEAVE/ON MATERNITY LEAVE		5
PROFESSIONAL		6
BUSINESS EXECUTIVE/SELF-EMPLOYED/OWNER/MANAGER		7
SALES		8
CLERICAL		9
SKILLED LABOUR		10
UNSKILLED LABOUR		11
12		12
13		13
14		14
15		15
16		16
17		17
18		18
19		19
20		20
21		21
22		22
23		23
24		24
25		25
26		26
27		27
28		28
OTHER (SPECIFY)		29

REFUSED..................................		30	

Q.28 And finally, into which of the following broad categories does your total family income fall, that is the total income before taxes from ALL MEMBERS in your household? Would it be $40,000 or more, or would it be under $40,000 per year?

UNDER $40,000..........	124-	1	-ASK Q.28a
$40,000 OR OVER........		2	-ASK Q.28b
REFUSED INCOME.........		3	-CLOSE
DON'T KNOW INCOME......		4	-CLOSE

Q.28a Is that-
(READ LIST)

Under $20,000..........	125-	1	-CLOSE
$20,000 to $29,999.....		2	-CLOSE
$30,000 to $39,999.....		3	-CLOSE
REFUSED UNDER $40,000..		4	-CLOSE
DON'T KNOW UNDER $40,000................		5	-CLOSE

Q.28b Is that-
(READ LIST)

$40,000 to $49,999........................	126-	1
$50,000 to $59,999........................		2
$60,000 to $69,999........................		3
$70,000 or more...........................		4
REFUSED OVER $40,000......................		5
DON'T KNOW OVER $40,000...................		6

Thank you very much for your time and cooperation.

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              B E L L V I E W   O P E N - E N D   R E P O R T

                           10:13 TUESDAY   03-APR-90

                             *** Survey  47145 ***

Question: Q15C                        Survey:  47145   10:13 03-APR-90
     6: anything like four by four or off road activities
     9: faily fari or family games somr of family event
    20: wilderness type camping,
    31: curling
    38: waterskiing, volleyball
    89: arty type things, arts
    96: swimming
   100: golf
   102:
   107: soccor tournaments, fesivals and things like that
   117: hiking
   139: rok climbing
   171: rock climbing, guided tours through coal mines
   173: photography
   178:
   179:
   193: family orientated a ctivities,  getting a bunch of families together for events

        sports fest for kids, family days; BBQ etc....,
   210: downhill skiing, planned stuff at olympic sites eg biathelon etc
   238: wind surfing,
   262:
   294: just being in nature
   311: curling
   359: Outdoor Activities, Helicopter Activity, Balloon Riding
   361: curling
   376: bowling,
   378: handgliding
   408: Fishing, golfing
   426: surfing
   440: camping, walking , guided tours
   442: theatre,
   473: picnicing walks organized mountain bike paved paths as opposed t wilderness

        trails - use should be reserved to paths or one area so not to distrub wildlife
   479: swimming, activities similar to Banff
   484: Motorcycling
   488: camping, hiking cycling, getting out into the bushes
   489: indoor sports like basketball voleyball and badmington
   499: camp where there isnt alot of people, if the campsites were much further apart
t
        then are
   517: helicopter viewing,
   519: sports orentet outdoor orented stuff
   554: visit zoos, see wildlife, general sightseeing (mountains, etc.)
   560: long balling,
   563: 4 wheel driving,
   584: golfing
   589: covered them
   606: horse back trips overnight,
   614: equestrian areas
   629: nothing there that i want
   631: opportunities for photography, campsite activities
   649: winter camping, log cabins, hunting, fishing,
   655: be nice if they had a motor bike trail  designated areas childrens amusment

        parks
   660: would probably go to Kananaskis
   667: curling,  pool,
   671: soccer, basketball,voleyball
   672: squash, racquetball, hockey arena
   688: water sk,iing, boating
   691: ski, nature watching,
   697: skiing
   711:
   717: movie or live theathre'
   731: more along the hicking
   733: gplfing , fishing
   743: mostly golfing for myself
   745: hang-gliding
   749: play cards things for people to sit and do
   760: nothing really as I'd like it left as is
   808: private tenting or more camping space
   809: arts center performing arts
   864: windsurfing,climbing,ski touring,
  869: place that is smokeless, place where they have tea and music, where people

       can talk ie. tearooms
  910: Downhill skiing
  912: bridge playing (a club),
  923: baseball tournaments
  960: waterslide
  986: camping and fishing
 1062:
 1066: walking paths
 1092: music, some sort of night life, entertainment(singing)
 1100: trails for horses, interesting historicsl exhibits
 1129: x country skiing, monuntain bike trsails
 1138: squash archury motercycle pats and sky diving
 1141: climbing trails
 1169: nature walks, cross country skiing
 1204: wheelchair accessable trails in addition to those available, i'd like to see

       more available not attached to disabled activities, i'd also like to see

       wheel in showers in the campgrounds but more specifically in lower range hotels

 1216: Golf course, noticiable campgrounds - more advertisement
 1217: soccer, big functions
 1226: skiing down hill
 1227: something related to fitness like running . use a fitness center if there

       was one availabe
 1229: mini-golf,
 1232: craft exhibits, art exhibits (sales or galleries)
 1258: i prefer the nature type, more undeveloped
 1266: to take the kids, just like to have a day outing, somewhere you could buy your

       own food for picnic or bring your own.
 1270: trails cut for horses,
 1275: walking dog in the wilderness ,nature walking, motorbyking,artery,skiing

       rugby,skubadiving, windsurfing, parasailing, amusement park,movie theatre outdo

       r and indoor, safari,car dealership,should industrialize it more, olympic jump,

       olympic saladom, mini gulf, bowling alley, lrt station ,
 1290: movie theatre
 1316: sicailizing, talking
 1317: Sailing, more availability for fishing
 1333: CAMPING
 1334: not in a good area for them
 1346: ROCK CLIMBING, TOUR GUIDES TO SHOW DIFFERENT SITES - SUCH AS WILDLIFE ETC

       GIVE CITY PEOPLE A TASTE OF REALITY
 1366:
 1371: Drinking contest
 1374: helicopter rides
 1397: rock climbing,
 1404: camping
 1433: cross country skiing
 1477: environment education programmes
 1519: waterskiing
 1544: down hill skiing
 1567: snowbowling
 1609: scuba diving,
 1640: snorkling,
 1654: water skiing, golf
 1680: historic sights, hot springs, outdoor warm water swimming, prolefreation of

       animal life
 1682:
 1689: fishing

Question: Q19                          Survey:  47145   10:13 03-APR-90
    9: family day or raod races i would want a facility with shower semi servced
   18: golf course, cross country skiing; otherwise, it's too close to Calgary
   87: have everything in calgary
   93: Fully accommodation and not over priced.
  117: scenery, golfing, food,  shops souvineres
  118: it's really too close for me to be interested
  137: special events (similar to stampede, other big parties)
  168: I just want to go there to see the mountain.
  222: it's too close o to Calgary
  235: leave the area undeveloped,
  242: i like it just as it is i wouldnt want anyting changed
  276: it's too close to Calgary: scenery is the only t reason she would go
  330: maybe if they were to have shopping centers
  374: if they knew what were more there to see or do
  381: wouild depend on the activities kind of close but not far enough tom spend any
1
       length of time there
  384: more boating facilities
  408: More fish
  414: less people i like the bush
  433: somethiung to visit
  547: more spare time, improve the road above Spray Lakes
  577: if their was ball tournament or things like that competitive sports
  604: if i had some friends there to visit or if banff was full then i would go tlo

       canmkore
  618: if I knew more about what was there
  689:
  760: to drive around and enjoy as it, don't want them to development it at all
  765: visiting the olympic sites
  792: more informaion on it.
  815: too close to Calgary
  876: more info on what the area can offfer,
  907: golfing
  924: fishing, camping,
  960: too close, not enough to do; waterslide would be nice
  964: hot springs, open the caves to the public
  984: nice dining
 1097: more camping and recreation facilities, more  campgrounds
 1126:
 1169: something for the general publoic walking trails bikin g trails quiet camping
 1185: need more info about the area,
 1227: cross country skiing, i like just the way it is. its a really nice just

       the way it is
 1234: too close to Calgary
 1317: good restaurants, shopping, fishing
 1352: ONLY REASON THEY WOULD GO IS IF THEY HAD A GOLF COURSE THAT EVERYONE COULD

       USE
 1355: just drive thriufht it
 1621: hiking,
 1622: thungs to do with the family, like hiking, fishing, swimming, interpretive

       programs
 1627: just the scenery
 1654: lake to water ski in
 1669: only if i had company from overseas to show people from out of town what

       beautiful country we have here

Question: Q22                          Survey:  47145   10:13 03-APR-90
    3: swinning golf tennisd resturants camping and rv services, trails,
    6: we like to drive around the wilderness and camp in the wildernes and do some

       fishing and do sightseeing.  just full service RVB stuff and wilderness camping
    9: moutain bke trails motercycle trails hiking trails

       camp ground accomidation running water
   11: squash, tennis and swimming, cross country trails,
   12: indoor swimming pool, fully equipped gym
   14: Tennis, Golf Course, Cycling Paths
   18: beach, golf course, little chalets, mountain bike trail, skating, cross

       country ski trail, liquor store
   20: golf, tennis, water stuff, hiking trails, cross counry skiing trails,

       mountain biking,
   21: moderate showers in camp site but simple
   30: covered it all
   31: something available for handicapped people,
   38: 4 star hotel with all amenities, swimming, tennis, golf
   52: Shower, fire pits, stream , running water
   55: bike trails, hiking, tennis, sauna, cottages 4 star hotel
   56:
   58: something between the four star hotel and the condominum where you could get

       big rooms and running water and be able to stay their comfortably
   63: more horsho pits, more update playgrounds, man made beaches , more fire wood

       available
   69: close to hiking trails, prefer guidetours upon request, equipment rental,

       HIREING OF A GUIDE TO HELP PROTECT THE ENVIRONMENT AND MAKE PEOPLE AWARE OF THE

       PROBLEMS THEY MIGHT CREATE
   70: moderate accomodation, ghore back riding trail,
   73: wilderness, access to natural scenery, and wilderness, hikes and paths
 80: PERSONALLY SHE WOULD NOT PUT ANY DEVELOPMENT IN THE CANMORE ARE

     ? IT WOULD BE DESTROYING THE BEAUTY AND NATURE THAT IS ALREADY THERE
 85: Golf course
 87: i dont want any decelopment in canmore
 89: sleeping accomandations as I would like to spend time outdoors
 92:
 93: Reservations and good dining rooms and accommodation.
 96:
100: luxuary resorce complex hotels or motels
102: horseback riding,jogging and biking trails,hiking trails,and camosites
104: if i was to go to canmore would be to see the mountains and go fishibng

     so all i would need a place to stay abnd be able to shower and a restautrant to

     eat at
107:

     wildlife, nature of how it is, mountain community, won't expand that big
108: full camping facilities, washer and dryer, shower
114: moderate priced motels surronded by wildlife
117: swimming pool, golf coarse
118: just leave it the way it is.  it's really nice the and natural and the y should

     just leave it alone
134: cabin, proggrammed ball games and cycling
137: museum, something intellectually stimulating

     accommodation: quiet, laidback facilities
139: golf course tennis swimming hot tub more of a rec center family oreiented

     decent for family so they come out there. four hotels
147: trail for cross-coutry skiing and hiking  alot of wilderness sights
163: tennis court, jacuzi hot pool, weight room and casual dining

     a 3star place
168: Swimming pool, tennis, golf course
171: hiking trails, swimming pools, tennis courts, steam baths, saunas, nice

     dining rooms (mid-price)
172: campsite with facilities -full
178: Mountain Paths, Hottubs.
179: campsites,
182: swimming hosreback riding  skiing

     motels midpricesd
186: chlaet accommandations, tennis, golf, hot tub, whirl pool, swiming pool, some

     form of dining centres
193: sports facility, swimming pool, humongous playground,  mid range accomodation
196: mini golf, swimming facility, things for kids-play area
206: trails, nice accomadation, wildlife, pol, tennis, skateing, restaurant, be

     very quit, not too cmmerical, in the middle of nowhere, not on the main hi way
210: swimming pool good restaurants night clubs, condominiumsor chalets something th
a
     t would be not overly excessively expensive trail riding
211: golf and hiking, bicycling
215: swimming pools,
222: lakes, cottages for rent and buy
223: golf, tennis major hotel,
226: CABINS, CAMPSITE, PLACE FOR SKATING, PLACE FOR HOTSPRINGS, GASLLERY, MUSEUM,

     INTERP CENTER
227: the only time he would go to Canmore would be stopping on the way to

     skiing
231: far away from other people
235: wouldn't do that, not very prodevelopement, doesn't agree with the proposal of
t
     the development of the wind valley, we don't need any more golf coarses

     don't agree with the use of tax dollars for kananaskis type developements
236: golf, hotel with casino, swimming, hotel
237: campgroundss, swimming pool
238: interp centers, wilderness jaunts, mtn bike paths, wind surfing, horseback stuf
f
242: golf
243: golf course, good fishing facilities, good hikes, camping and walking paths
257:
260: woul;dn't put one in
262:
268: WOULD LIKE TO SEE THE NATURE PRESSERVED AND NOT CHANGED
272: Wilderness campsites, affordable ones
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276: quiet area
294: she would make it a retret center moderatly priced facillities
305: play areas for kids, tennis courts
311: hiking trails, mountain bike trails, swimming pools, golf course, backpacking trails, horseshoe pit, volleyball nets, badminton, baseball diamond, fishing facilities; wilderness camping, semi- or fully-serviced camping, cabins or motels
324: golf course
325: camping, hiking, wildlife viewing
327: Just a hotspring, four star restaurant, game room
344: childrens facilities
348: cabins, more guided hiking,
353: tennis courts, racquet courts, golf, swimming, cottages, cabins, chalets, condominiums for winter
359: Swimming pool, Bowling Alley, Individual Chalet type of accommodation
361: swimming, kid oriented
376: swimming pool, tennis court
378: golf course, good camping grounds
381: like monunt kid tennis swimming hiking, camping
382: swimming, tennis, badmonton, fitness facilities; weights, sauna etc.. animal observation area
383: just something for camping that not too commercial, swimming, fishing
385: camp ground and fishing
387: horseback riding, tennis, swimming, rustic chalet or cabin
391: a camping area with running water and a swimming pool and a recreation center in the campground
399: swimming and golfing
408: Good for kids, tennis courts, golf course
410: golfing, swimming, skiing, horseback riding, backpacking, renting of condominiums
414: not development just wildlife want to find it the same 50 yrs from
417: golf, swimming, tennis, renting equipment,
426: tennis, good rooms, swimming, hot tubs , variety of rooms , hiking, cycling, cross country ski trails
433: downhill, restaurants, entetianment fcilirtires
440: swimming pools, open pools, hot pools
442: pool, cross country ski hill, motel with restaurant, nothing too elaborate
443: steam bath,and hot tubs, nice rooms
444: campgrounds that you could bring a trailer into
445: tennis court, camping and swimming
447: nothing
467: swimming, golf, tennius,rest.,,decent place to stay
473: dayuse picnic grounds, paved walking paths around lake,
475: just like fishing and hiking and stuff like that, just campground
479: very much like Banff Springs Hotel, shopping, swimming
480: swimming, boatin, bike riding , golfing, something to look at like interpertative centers
481: raket ball swimming a weight lifting 4 star hotel
484: Semi private, good accommodation
485: golf swimming bike trails tennis fairly well accomidation hotels
487: Pool, hiking trails,
488: more of a wilderness complex, semi-servicedc,
499: wilderness camping with no trailers or pets allowed.
509: Wilderness campsites, trailer site
511: wilderness campground with no special facilities
513: water skiing and snow skiing swimming pool
514: camping
517: horseback riding, back packing, river rafting, helicopter sight-seeing, cross-country skiing, mountain biking,
532: lots of trees, outdor stuff, tent areas ,
533: water slides and swimming pool and golf course
543: more access to the wilderness, quiet areas
545: purchased type of condo complex near huiking with swimming pool, hot tub, be near but not necessarily have dining facilites, biking trails,
547: crodss country skiing, swimming , cycliilng, mid priced hotels

552: quiet surronding and different things to keep kids occupied like bycicle paths and sheltered fishing areas and playground equipment
554: gymnasium, weight room, budget hotel, luxury hotel, barbeques, outdoor dining, small museum, green scenery
558: some type of campsite .....only thing they would use there
560: i like it to look like jasper with lots of space in between. with a central core where you can go and eat and find any information possible, like a little townsite
562: swimming, tennis, waterslides
563: casino,
571: golf courses, cross crountry trails, posted hiking trails, nice campgroung
577: definately feel that a swimming pool is a priority and small miniture is enjoyable for a family , water slides, games rooms for kids like table tennis or shuffle board
589: indoor/outdoor pools, skating
590: would have one
598: somewhere where they could take the camper
604: golf and tennis
606: like lindsay park, nice but affordable accomodation Banff is getting too expensive
614: bed and breakfast, euesttrian areas like at Elboiw Falls Sandy McNabb and blue rock
615: walking trails
618: cabins with running water, bathrooms; sightseeing, wildlife viewing
629: for them not to become like Banff: do it like the Kananaskis. keep it well done but not over done; limit to people
631: fully serviced trailer sites, swimming, tennis
634: hotels - mid priced ones,
648: golf course, classy accomodation, top of the line,
649: no fences, no american with guns, lots of hiking trails, horseback trails
653: chalets , hiking and backpacking and horsback riding and camping
655: play ground for the children swimming pool putting course and evining activities bingo tv movie spacious camping spots full hook ups
660: Environmentaly friendly, the leaste intruding to the environment, minimum intrusion into the environment, the leaste amount of developement , back to the basics,
667: Drive in theatre,
669: serviced camping sites. baseball diamonds, bike paths, fishing, golfing,
671: campsites and cabins and motel , swimming pool and a badmington court withing hte vicinity
672: swimming, golf, racquetball
677: Just like previously mentioned..
681: fishing and hunting, horses,
683: luxury hotel with all amenities, swimming, tennis , riding, restaurants, walking
689: off shore sailing, leave canmore way it is
690: swimming pools
691: swimming, usual-tenmnis, skiing, rv hookups, biking, x-country, fishing backpacking
696: golf, tennis, bowling, motels with cooking facilities,
697: golf, tennuis, swimming, chalets, condos
707: horse back riding and things like that
711:
717: log type cabins, horseback riding, nice dining area to go to
720: wouldnt put one there
728: swimming pool, daycare, restaraunt and lounge, nightclub, gameroom for kids and adults, baseball diamond, resonably priced accommidations cabins or hotel,
731: not interested in the developing of anything ....more interested in the mountain, enjoying staying with friends and enjoying the nature more
733: nothing
736: horse back riding, swimming, tennis, mid-priced hotels and full serviced campgrounds
738: golf, camping, accmadations inside, swimming, something for kids, hortses, min glf, good dinning facility oriented to fasmilies, trails hiking and bikes and

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      atv area
 743: i dont know what they have right now but i would like to see a golf corse
 745: hot air balloon rides over the mountains,luxury resorts
 760: don't want to see it changed at all
 762: Golf course, skiing area,
 763: scenery, access to shopping, sports facilities ie. camping areas and swimming

      pools.
 769: golf      skiing   water sports
 776: water sports hiking trales interpritive centers
 791: golf course
 792: swimming area and something to do with a camp area
 797: golf, tennis, hotel,
 801: camping facillities,
 808: private tenting area with hiking trails (long ones - like a day trip), horse

      back riding, golf course, swiming facilities, horseshoe pits in the camp ground
s
 809: skating, biking, swimming, cross country skiing, chalets and rented condos and
c
      amping
 814: golf courses, mid-priced hotels, campgrounds close to the town, nice

      restaurants, good roads
 815: swimming, exercise facilities, chalets
 818: restuaurrant, swim, hiking trailks, golf
 820: fishing, swimming, privacy,
 845: as small as possible
 852: swimming pool
 857: more camps grouds there is not enough there.
 862: golf, swimming, hiking, mid range accomodation to budget, good camping faciliti
e
      s
 864: camping ,swimming and tennis
 868: a nice family camp grounds with some sporting things..   not realy thrilled

      about developing this area....like it to stay the same.
 869: golfing, wildlife,
 876:
 886: swimming, places to bike, tennis courts,
 888: golfing, tennis, swimming, squash courts , facilities for your w own cooking,
 895:
 899: lots of wildlife, lots of parks
 904: where y9ou can go swim, skate, exercises, leisure ,fitness, rollerskating

      nice hotels
 907: golfing and hiking
 910: Big water slide, nice playgrounds  and campgrounds
 914: as much wilderness as possible
 923: swiming area, places to bochi bowl, badminton, volleyball courts
 924: camp sites, fishing,
 930: swimming crosscountry sking squash nice resturants and mountan biking
 931: swimming, low budget restaurants
 956: never visited the canmore area so i dont know
 960: fantasy land hotel, restaurants and bars, waterslides, 4 star hotels
 964: hot springs,  average accomodation
 965:
 968: golf coarse and lodging,
 984: 4 star hotel with a dining room
 986: camping facilities, hokups,wildlife descriptions, showers walks
1021: recreational sports facillities as golf tennis swimming.  Acess to hiking

      trails and wildlife viewing areas.  Skiing facilities for cross country.
1024: golf and swimming and sight seeing
1026: have no preference . would like a supervisor range
1031: Camping, service campgrounds, cabin
1038: golf course, swimming pool
1040: Horseback riding, tennis, swimming, hockey arena
1046: lake for water activities, cross country skiing, good mountain bike trails,

      nature paths
1062: bowling,
1066: camping golf corce biking path swimming pool tenis court
1068: SWIMMING, TENNIS, SKIING
1076: have hiking in campground and playgrounds
1092: a bit of everything   motels with kitchen units and chalets
1097: swimming , water slides, golfing, boating (rented), canceing
1100: swimming, golfing
1106: squash courts, nice accomodations, swimming pool, suana, whirlpool, accomodatio
n
      for babysitting facilities where someone will come to the room
1110: Hiking trails, pool, horseback riding
1126: swimming, more h2o golfing
1134: camping, hiking trails without guides, no mountain bikes up and down hills
```

near where nature or hikes were to be found, not to develope to much, as close t to nature as possible, developement should take into consideration animal breeding areas,

1138: as natural as possible for hiking bird watching

1141: i would like to see it developed but i would hate to see it over developed. i think it should retain a certain amount of natural stuff. they can develop with out reuining it

1149: GOLFING FACILITIES, HORSE BACK RIDING, HIKING, CONDOS OR CHALETS.

1154: mid price hotel,

1159: plumbing, golf, x-country, downhill

1167: golf course with some type of a club wiht a tennis court and a swiming pool

1169: tennis courts swimming pools

1190: spacious campsites with firesites, swimming pool

1192: hiking trails and biking trails, would come from calgary

1195: they have everything from the winter olympics

1199: THEY SHOULD HAVE LEFT IT ALONE AS IT WAS 20 YEARS AGO

1204:

1216: Full and partial campsites

1217: golf, licenced dining, swimming, gym, close to town of Canmore

1221: playgrounds,

1222: swimming and golfing

1226: golf corse that would dubble in the winter for cross country skiing mid priced h hotell hot tub indoor swimming pool fishing and bike paths and hiking trails

1227: nice rooms with some sort of a kitchen a nd a fire place and nice furniture

1229: swimming pool sauna, jaquizzi, mimni-golf, fishing, wildlife viewing, interpretive centres, rolling sskating, corner stores well equipted, washrooms, accomodation suitable for children,

1232: man made lake for fishing, hiking trails, cabins or chalets, golf course, mini golf course

1234: he wouldn't put one in Canmore

1237: SEMI-SERVICED CAMP GROUNDS, MOTELS/HOTELS UNDER $40.00. IMPROVE CROSS COUNTRY SKIING.

1246: golf, tennis, horseback riding, swimming casual country-like cabins

1250: HORSE BACK RIDING, GOLF, BOATING AND MODERATELY PRICED ACCOMODATIONS

1258: hiking trails or cross country ski trails, maybe some mountain bike areas

1266: golfing, swimming pool, tennis courts, area for smaller children with swings and stuffs, nice place to go for a walk.

1270: horse trails, basic faciilities; showers and stuff, horse stables for over night stay,

1275: skiing,big track for running,deap sea fishing,massage parlor,four class resort,

1281: restaurant, lounges shopping, racketball, swimming, golf, entertainment for the kids, medium priced aaccomodations,

1284: Close to river, campsites, hotel facilities like running water

1290: wouldn't change Canmore at all

1293: golf, cabin chalet type, swimming, arena,

1307: camping fascility, tennis, nature paths walking, biking, hiking, pool, water slide, fully serviced camp ground, mid-priced hotel

1313: tennis, canoing, cycling , hiking, horseback riding, camping,

1316:

1317: Swimming, access to fishing, sailing, good food quality yet reasonable good steam and pool, good health facility

1319: boating , golfing,dining and dance facilities small lounges

1320: place you could swim and golf and swim and fish and be able to fish where you could have camp fires and cycling

1333: TENNIS,GULF, SWIMMING POOL, PLACE FOR KIDS TO GO

1346: MORE CROSS-COUNTRY SKIING, EXCESS OF TRAILS FOR HICKING AND BICKING, MORE CAMPING SITES - FOR TENTING PURPOSES

1352: GOLF COURSE ONLY

1362: swimming and campin not any thing expensive or highly development more wildernes recreation more outdoors stuff

1365: little of everything pool tennis what not

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      resonably prices campground and htels
1366: nothing other than what was mentioned previously
1370: Golfing, horseback riding, swimming,
1371: Downhill skiing, horseback riding,
1374: rustic as hell, comfortable, detached units, privacy, not commercialized,

      wildlife, campfire sites
1377: GOOD CLASS MOTEL & HOTEL, FAIRLY WELL DELVELOPED RESTAURANTS, OFFERS GOOD SERVI
C
      NOTHING NEEDED RECREATIONAL , LOTS UP THERE ALREADY
1397: golf, fishing, swiming, hot tubs, paths for hiking and services
1399: motel golf course swimming pool
1404: hiking, swimming, cross country skiing, camping, cycling, boating, canoeing,

      hotels
1421: swimming pool, hiking park fishing pond
1433: accessn to wilderness areas, semi-serviced areas, swimming hiking, interpretive

      facilities, sport fishing,]
1440: chalet style places, swimming [indoor] hot tubs exercise facilities, satelite

      TV , horse back riding  hiking, golf, fine dining, evening programs for young

      families
1448: horse back riding, fishing,
1453: swimming,horse nmack, water spoerts fisinhg sighjtseeing
1454: midpriced hotel wiht a pool, a place not filled wiht higways
1477: LEAVE EVERYTHING THE WAY IT IS PUT SEMI-SERVICED AS WELL AS FULL SERVICED

      CAMP SITES, NO GOLF COURSES OR TENNIS COURSES, PUT HICKING TRAILS, WILDLIFE

      VIEWING, LESS HUNTING, PUT IN SOME BIKE PATHS....WOULD NOT DESTROY THE NATURE
1489: moderately to low priced hotel or motel, pool, access to hiking areas and

      playgrounds, not too close to any major highways
1496: swimming pool, tennis court, golf course, hotpool, good dining, cross country

      skiing, skating.
1505: CAMPGROUND, HICKING, FISHING, SWIMMING, GOLFING ETC
1506: lake for waterskiing, sailing, etc  rented or owned cabins  golf course  tennis

      courts, ski hill, lots of young people
1507: shopping, wilderness, biking(mountain), swimming
1512: swimming pool
1513: activities for children, beaches lakes
1519: some of ones mentioned, tennis courts, hiking trails, restaurant
1522: camping inthe wilderness to get away form all the people
1530: get away from 4 star hotels, middle range or time sharing preferred, no develop

      ment at all leave more natural
1541: outdoor use: picnics, babequing, swimming, fishing, dining: family,  single

      family cottages,

      local hetitage sites: mine or histarical sites,  hunter acces to the high mount
a
      ins and vallies, shopping or service access camping suppliesn etc...
1544: swimming pools, waterslides, complete gym or fitness centre, tennis courts,

      bike rental(mountain), horseback riding,
1551: sportsplex
1552: horse riding, leisure centre, self contained adcommodation
1559:  national campsites, golfing, not too commercial
1567: well treed area with privacy, biking trails and snowmobile and hiking trails
1579: those ones previously mentioned
1598: somethingfamily orientated, economical , bike paths, manmade lake
1600: quality hotel with fine dining, swimming pool
1609:
1610: as long as their was a playgroung for the kids
1611: nothing at all
1614: swimming, tennis, exercise facility, miniature golf, reasonable rates on

      cabins
1621: leave it the way it is no developement,
1622: swimming, camping
1626:
1627: water and bathrooms
1640: playground for little kids, some sort of swimming facility, nmountain biking

      paths or walking trails, golf, skiing, someting that you could go camping,

      washrooms close byand showers where you stay cleanm,service where you could

      play badmington, service like a kitchenette, bicycle or pattle boat rentals
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 1645: one big lake and lots of good fish
 1654: golf course, lake, well serviced campground, rental gronud around lake
 1660: pool, tennis courts , store, fdaycare, pool tables games room coffee shop
 1661: under 40 dollar hotel , facilites for horesback riding, voleyball, someting

       where you didn't have to sit down to eart
 1665: swimming pool,weight room,sports feild
 1667: not luxury, semi-serviced campsites, leave the nature as it is, hiking trails,

       cross-country ski trails
 1669: i'm not interested in that
 1672: wilderness area semi service
 1680: some kind of hiking, historical sights, hot springs, huts or cabins or

       campgrounds, interpertative center, wildlife, hiking trails, instruction or

       education to let people know what was available( informative brochures)
 1682: nothing
 1684: sports facility,skiing course(winter)
 1693: golf ,skiing, sightseeing,

Question: Q27                              Survey:  47145   10:13 03-APR-90
    3: recreaction department at the city  would not elaborate
    6: programmer/analyst in data processing
   11: chief executive officer, banking
   20: school teacher
   21: armored car crewman
   30: dental assistant
   63: service man, heavy equipment
   70: technician, stereo
   80: REGISTERED NURSE
  100: medical health care rehibilitation worker
  101: estatician
  163: child care worker and a realtor
  193: telecommunication industry
  196: hairstylist
  215: bookkeeper
  223: self employed, medical
  235: park warrden
  236: service tech
  238: nurse - community health
  268: FINANCIAL EXECUTIVE
  272: Student Paramedics, Dietary aide
  273: delivery man for funiture store
  291: lab tech
  294: resturant indestry communications
  302: operator with agt
  314: resturant watris
  324: sales
  350: sales
  382: dental manager
  384: sales clerk, dept store
  433: graphic designer
  442: health care worker, hospital
  467: supervisor-food service
  473: systems analyist
  488: general manager

       building material
  511: engineer
  514: supermarket, cashier and bakery
  545: accountant, drilling and production oil co.
  598: bookkepper
  606: medical secretary
  614: manager, real estate office
  634: tax auditor
  648: sales
  653: in the military
  655: plummer
  660: urse Nurse
  667: foundery worker
  669: warehouse manager
  689: designer
  691: printer
  696: community counselor
  697: general manager
  701: laborer
  733: manager
  760: supervisor in a lab, hospital
  776: computer programer
  789: insurance agent
  791: tournament machineist
  792: sales clerk
  808: banker
 818: marketing analyst
 876: writer, contacted advertising
 886: cleaning, apartment,
 914: bank worker internal services
 924: custodian
 930: computer systems analyst
 931:  finance
 956: teacher.
 968: retail manager
 978: coordinater
1031: Printer for an oil company
1038: accounting, distribution ind

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1041: framers
1046: food service superviser
1066: financial bank of montriaial senior teller
1068:
1129: geo phyiscist
1134: manager of dry cleaning plkant
1149: ELECTRICIAN
1154: labour relation
1159: sandblaster
1169: sales
1222: service rep
1226: construction
1229: baker
1237: SYSTEMS ANALYST
1293: supervisor
1309: he is in the military
1319: construction worker
1346: RECEIVER/SHIPPER/CASHIER FOR BOOKSTORE

      CASHIER/PAPER WORK/MAKE SUBS FOR SUB SHOP
1352: PHARMACIST
1362: land man in oil leagle aggreaments and contracts
1371: Farmer
1377: RECEIVER FOR LARGE RETAIL OUTLET
1421: telecomunication
1433: computer analist
1477: MOVER
1505: ELECTRONICS ENGINEERING TECHNOLOGIST
1515: construction super
1520: drafts person, construction
1543: self emploeyed
1589: courier
1621: warehouse,  electriacl
1626: real estate agent
1629: journalist
1640: resume consultant
1665: truck driver
1667: environmental technologist for a public company
1672: carpenter
1693: consultant
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